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A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICES R--ETC(U)

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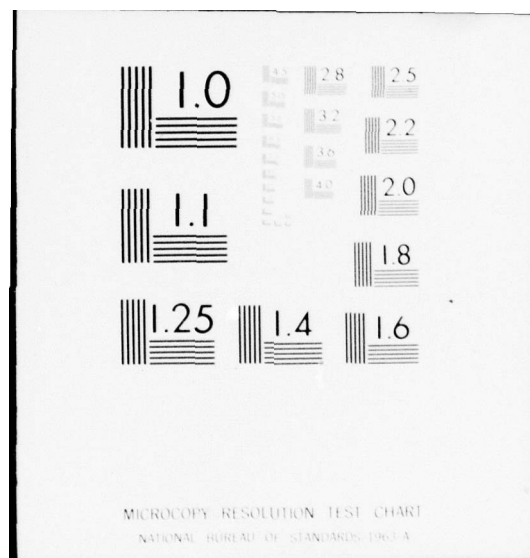
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A MEDIA MIX TEST
OF PAID RADIO ADVERTISING
FOR ARMED SERVICES RECRUITMENT

VOLUME II

9 Research report

PREPARED FOR:

J. WALTER THOMPSON, ON BEHALF OF THE
OFFICE OF ASSISTANT SECRETARY OF DEFENSE
(MANPOWER & RESERVE AFFAIRS)

DEPARTMENT OF DEFENSE

THE PENTAGON

WASHINGTON, D.C.

10 Raymond E. Schucker

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20. ABSTRACT (Continue on reverse side if necessary and identify by block number) This was a test of the effectiveness of paid radio recruiting advertising. The four active military services (Army, Navy, Air Force, Marine Corps) participated. Criterion variables measured were contracts for accession, inquiries by mail, telephone and in person, pre-disposition toward joining a service, awareness and knowledge of specific programs and benefits offered by individual services and awareness of armed forces advertising. ↗		

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A. Media Plans

A. FOUR SERVICE MEDIA PLAN SUMMARY

- Radio
- Magazines
- Outdoor Advertising
- Sunday Supplements

AIR FORCE

RADIO STATIONS USED

(TEST MARKETS)

SINGLE SERVICE MARKETS

BOWLING
GREEN

BOISE

MULTI-SERVICE MARKETS

DENVER

KANSAS CITY

VALDOSTA

BATON ROUGE

ALTOONA

SPOKANE

WBGH

KFXD

KIMN-AM

KBEQ-AM/FM

WPAX-AM

WTBR-AM

WFBG-AM

KJRB-AM

KLZ-FM

KUDL-FM

WVLD-AM

WLCS-AM

WVAM-AM/FM

KREM-AM

KTLK-AM

WHB-AM

WXOK-AM

PAID RADIO ADVERTISING - AIR FORCE

TEST PERIOD 9-12/75

	<u>FOUR WEEK</u>	<u>ESTIMATED TOTAL</u>	<u>Estimated Four</u>	<u>Estimated Four</u>
	<u>Dollar Expenditure</u>	<u>FOUR WEEK</u>		
	<u>\$</u>	<u>Gross Rating Points</u>	<u>Week Reach</u>	<u>Week Mean Frequency</u>
<u>Test Markets Average</u>	3,298	606	75.5	8.0
Bowling Green	388	632	80.0	7.9
Boise	360	554	73.8	7.5
Denver	9,420	584	70.4	8.3
Kansas City	9,008	606	72.2	8.4
Valdosta	712	555	75.0	7.4
Baton Rouge	2,256	539	73.9	7.3
Altoona	1,456	627	83.6	7.5
Spokane	2,784	755	74.8	10.1

ARMY

RADIO STATIONS USED

(TEST MARKETS)

<u>SINGLE SERVICE MARKETS</u>		<u>MULTI-SERVICE MARKETS</u>			
<u>COLUMBUS</u>	<u>ATLANTA</u>	<u>DENVER</u>	<u>KANSAS CITY</u>	<u>LOUISVILLE</u>	<u>SEATTLE</u>
				<u>ALTOONA</u>	<u>SPOKANE</u>
WCOL	WAOK	KIMN-AM	KBEQ-AM/FM	WKLO-AM	KJRB-AM
WNCI	WKLS	KLZ-FM	KPRS-FM	WKY-AM	KISW-FM
		KOAQ-FM	WHB-AM		KJR-AM
					WVAM-AM/FM
					KREM-AM
	WZGC				

PAID RADIO ADVERTISING - ARMY

TEST PERIOD 9-12/75

	<u>FOUR WEEK</u>		<u>ESTIMATED TOTAL FOUR WEEK</u>		<u>Estimated Four Week Reach</u>	<u>Estimated Four Week Mean Frequency</u>
	<u>Dollar Expenditure</u>	<u>\$</u>	<u>Gross Rating Points</u>	<u>#</u>		
<u>Test Markets Average</u>	11,652		958		65.2	14.2
Columbus	12,064		949		73	13
Atlanta	24,832		972		54	18
Denver	11,164		468		52	9
Kansas City	15,872		715		55	13
Louisville	9,056		1,264		79	16
Seattle	11,120		649		59	11
Altoona	3,108		1,827		87	21
Spokane	6,000		819		63	13

MARINE CORPS

RADIO STATIONS USED

(TEST MARKETS)

<u>INGLE SERVICE MARKETS</u>		<u>MULTI-SERVICE MARKETS</u>			
<u>UGUSTA</u>	<u>DOTHAN</u>	<u>DENVER</u>	<u>KANSAS CITY</u>	<u>LOUISVILLE</u>	<u>SEATTLE</u>
					<u>BATON ROUGE</u>
AUG	WAGF	KIMN-AM	KBEQ-AM/FM	WAKY-AM	KING-AM
BBQ	WDIG	KLIR-FM	KYYS-FM	WKLO-AM	WJEM-AM
GUS	WOOF	KOAQ-FM	WHB-AM	WLRS-FM	WVLD-AM
		KTLLK-AM			WIFB-AM
					WLCB-AM
					WXOK-AM

PAID RADIO ADVERTISING - MARINE CORPS

TEST PERIOD 9-12/75

	<u>FOUR WEEK</u>	<u>ESTIMATED TOTAL</u>		<u>Estimated Four Week Reach</u>	<u>Estimated Four Week Mean Frequency</u>
	<u>Dollar Expenditure</u>	<u>Gross Rating Points</u>	<u>#</u>		
<u>Test Markets Average</u>	<u>\$</u>				
Augusta	6,779	438	438	65.9	6.6
Dothan	16,928	469	469	64	7.3
Denver	808	401	401	59	6.2
Kansas City	14,664	440	440	68	6.5
Louisville	5,896	391	391	67	5.8
Seattle	4,608	487	487	85	5.6
Valdosta	8,100	439	439	59	7.7
Baton Rouge	1,152	401	401	59	6.8
	2,076	480	480	66	7.3

NAVY

RADIO STATIONS USED

(TEST MARKETS)

<u>INGLE SERVICE MARKETS</u>		<u>MULTI-SERVICE MARKETS</u>					
<u>NSING</u>	<u>KNOXVILLE</u>	<u>LOUISVILLE</u>	<u>SEATTLE</u>	<u>VALDOSTA</u>	<u>BATON ROUGE</u>	<u>ALTOONA</u>	<u>SPOKANE</u>
IC-AM	WKLO-AM	WKLO-AM	KING-AM	WGOV-AM	WIBR-AM	WFBG-AM	KJRB-AM
-S-AM	WIBE-AM	WAKY-AM	KJR-AM	WPAX-AM	WLLS-AM	WVAM-AM/FM	KREM-AM
	WNOX-AM	WLSR-FM		WVLD-AM	WXOK-AM		

PAID RADIO ADVERTISING - NAVY

TEST PERIOD 9-12/75

	<u>FOUR WEEK</u>	<u>ESTIMATED TOTAL</u>	<u>Estimated Four Week</u>	<u>Estimated Four Week</u>
	<u>Dollar Expenditure</u>	<u>Gross Rating Points</u>	<u>Reach</u>	<u>Mean Frequency</u>
<u>Test Markets Average</u>	<u>\$</u>	<u>#</u>		
Lansing	10,476	980	72.4	13.8
Knoxville	3,464	1,024	74	13.8
Louisville	10,276	1,032	67	15.4
Seattle	20,756	1,022	79	13.0
Valdosta	28,932	954	62	15.4
Baton Rouge	2,228	950	79	13.8
Altoona	7,108	940	70	13.4
Spokane	4,184	960	79	12.2
	6,864	954	69	13.8

MAGAZINES ADVERTISED IN AIR FORCE

	<u>Base Period</u> (8/75)	<u>Test Period</u> (9-12/75)
ABC delas Americas		X
Air Magazine - Space Digest		X
Boys Life		X
Career World		X
Ebony		X
18 Almanac		X
Hot Rod		X
Jet	X	X
National Future Farmer	X	X
Popular Science		X
Readers Digest		X
Selecciones		X
Senior Scholastic		X
Sport		X
TV Guide		X

MAGAZINE ADVERTISING - AIR FORCE

	<u>Dollar Expenditure</u>	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	\$	\$
<u>Test Markets</u>	<u>7,283</u>	<u>370,338</u>
Bowling Green	432	14,724
Boise	94	18,358
Denver	2,459	163,704
Kansas City	2,076	64,054
Valdosta	199	7,518
Baton Rouge	1,643	32,469
Altoona	98	20,786
Spokane	283	48,725
<u>Control Markets</u>	<u>3,353</u>	<u>118,857</u>
Casper	43	7,478
Albany	1,320	66,226
Shreveport	1,803	29,701
Yakima	187	15,451

MAGAZINES ADVERTISED IN ARMY

	<u>Base Period</u> (8/75)	<u>Test Period</u> (9-12/75)
Career World		X
Directions 80		X
Exploring		X
Field & Stream		X
Hot Rod	X	X
National Future Farmer		X
Newsweek		X
Popular Science	X	X
Readers Digest	X	X
Senior Scholastic		X
Sport		X
Time		X
TV Guide	X	X
U.S. News & World Report		X

MAGAZINE ADVERTISING - ARMY

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	\$	\$
<u>Test Markets</u>	<u>190,769</u>	<u>1,134,182</u>
Columbus	26,214	157,131
Atlanta	35,924	230,117
Denver	44,884	246,903
Kansas City	8,341	66,607
Louisville	15,283	98,122
Seattle	48,616	261,420
Altoona	2,644	18,432
Spokane	8,865	55,450
<u>Control Markets</u>	<u>72,128</u>	<u>414,289</u>
Omaha	22,624	115,431
Albany	15,659	92,134
Portland	30,315	185,255
Yakima	3,530	21,469

MAGAZINES ADVERTISED IN MARINE CORPS

	<u>Base Period</u> (8/75)	<u>Test Period</u> (9-12/75)
Barrister		X
Before the Bar		X
Black Collegian		X
Black Sport		X
Car Craft	X	X
Career World		X
Direction 80		X
Downbeat		X
Ebony		X
18 Almanac		X
Esquire		X
Exploring		X
Field & Stream		X
Guns & Ammo		X
Hot Rod	X	X
Instrumentalist		X
Juris Doctor		X
Letterman		X
Mechanix Illustrated		X
Motor Trend	X	X
National Future Farmer	X	X
Newsweek - Student Edition		X
Outdoor Life		X
Popular Mechanics		X
Popular Science		X
Senior Scholastic		X
Sport	X	X
Sport Afield	X	X
Student Lawyer		X
Time - College Edition		X
TV Guide		X

MAGAZINE ADVERTISING - MARINE CORPS

	Dollar Expenditure	
	Base Period: 8/75	Test Period: 9-12/75
	\$	\$
<u>Test Markets</u>	<u>39,058</u>	<u>365,231</u>
Augusta	1,792	17,197
Dothan	448	5,764
Denver	8,869	95,588
Kansas City	9,048	65,858
Louisville	6,002	53,903
Seattle	10,302	100,665
Valdosta	448	4,669
Baton Rouge	2,150	21,588
<u>Control Markets</u>	<u>16,842</u>	<u>168,769</u>
Charleston	2,240	20,921
Albany	5,196	50,522
Portland	7,256	75,983
Shreveport	2,150	21,342

MAGAZINES ADVERTISED IN NAVY

	<u>Base Period</u> (8/75)	<u>Test Period</u> (9-12/75)
Car Craft	X	X
Car & Driver	X	X
Cars		X
Cycle	X	X
Directions 80		X
Ebony		X
Encore		X
Esquire		X
Exploring		X
Field & Stream		X
Hot Rod	X	X
Mechanix Illustrated		X
Motor Trend	X	X
National Future Farmer	X	X
National 4-H News		X
Outdoor Life	X	X
Plane & Pilot		X
Popular Science		X
Readers Digest		X
Senior Scholastic		X
Skin Diver		X
Sport	X	X
Sporting News		X
Sports Afield		X
Sports Illustrated	X	X
Time		X
TV Guide		X

MAGAZINE ADVERTISING - NAVY

	<u>Dollar Expenditure</u>	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	<u>\$</u>	<u>\$</u>
<u>Test Markets</u>	<u>121,417</u>	<u>580,890</u>
Lansing	12,515	62,578
Knoxville	12,024	57,149
Louisville	23,699	115,453
Seattle	49,069	221,046
Valdosta	1,970	10,524
Baton Rouge	8,251	43,110
Altoona	4,105	20,765
Spokane	9,784	50,266
 <u>Control Markets</u>	 <u>58,754</u>	 <u>283,076</u>
Binghamton	9,335	44,922
Portland	37,070	177,571
Shreveport	7,844	39,831
Yakima	4,506	20,753

OUTDOOR ADVERTISING - AIR FORCE

<u>Test Markets</u>	<u>Dollar Expenditure</u>		<u>Gross Rating Points</u>	
	<u>Base</u>	<u>Test</u>	<u>Base</u>	<u>Test</u>
	<u>Period</u>	<u>Period</u>	<u>Period</u>	<u>Period</u>
	(8/75)	(9-12/75)	(8/75)	(9-12/75)
	\$	\$	#	#
Bowling Green	-	-	-	-
Boise	-	-	-	-
Denver	2,940	11,760	528	528
Kansas City	3,427	13,708	528	528
Valdosta	-	-	-	-
Baton Rouge	700	2,800	528	528
Altoona	-	-	-	-
Spokane	-	-	-	-
<u>Control Markets</u>				
Casper	-	-	-	-
Albany	1,900	7,680	528	528
Shreveport	-	-	-	-
Yakima	-	-	-	-

OUTDOOR ADVERTISING - ARMY

<u>Test Markets</u>	<u>Dollar Expenditure</u>		<u>Gross Rating Points</u>	
	<u>Base</u>	<u>Test</u>	<u>Base</u>	<u>Test</u>
	<u>Period</u>	<u>Period</u>	<u>Period</u>	<u>Period</u>
	(8/75)	(9-12/75)	(8/75)	(9-12/75)
	\$	\$	#	#
Columbus	-	8,910	-	1,038
Atlanta	3,720	12,688	672	690
Denver	2,646	9,828	672	690
Kansas City	2,742	10,728	672	690
Louisville	3,726	7,452	1,392	690
Seattle	2,398	3,997	672	690
Altoona	428	428	672	168
Spokane	2,325	2,325	1,392	-
<u>Control Markets</u>				
Omaha		9,265	-	1,018
Albany		5,163	-	516
Portland		18,420	672	1,404
Yakima		2,700	672	1,038

OUTDOOR ADVERTISING - MARINE CORPS

<u>Test Markets</u>	<u>Dollar Expenditure</u>		<u>Gross Rating Points</u>	
	<u>Base</u>	<u>Test</u>	<u>Base</u>	<u>Test</u>
	<u>Period</u>	<u>Period</u>	<u>Period</u>	<u>Period</u>
	(8/75)	(9-12/75)	(8/75)	(9-12/75)
	\$	\$	#	#
Augusta	-	630	-	188
Dothan	-	-	-	-
Denver	-	5,292	-	375
Kansas City	-	5,483	-	375
Louisville	-	1,449	-	230
Seattle	-	4,789	-	375
Valdosta	-	-	-	-
Baton Rouge	-	-	-	-
 <u>Control Markets</u>				
Charleston	-	1,344	-	375
Albany	-	3,368	-	375
Portland	-	3,858	-	375
Shreveport	-	-	-	-

OUTDOOR ADVERTISING - NAVY

<u>Test Markets</u>	<u>Dollar Expenditure</u>		<u>Gross Rating Points</u>	
	<u>Base</u>	<u>Test</u>	<u>Base</u>	<u>Test</u>
	<u>Period</u>	<u>Period</u>	<u>Period</u>	<u>Period</u>
	(8/75)	(9-12/75)	(8/75)	(9-12/75)
	\$	\$	#	#
Lansing	1,068	3,204	528	396
Knoxville	748	2,244	528	396
Louisville	1,863	5,589	528	396
Seattle	2,399	7,197	528	396
Valdosta	-	-	-	-
Baton Rouge	800	2,400	528	396
Altoona	428	1,284	528	396
Spokane	1,256	3,768	528	396
<u>Control Markets</u>				
Binghamton	-	5,740	-	1,886
Portland	2,399	23,299	528	1,886
Shreveport	693	5,459	528	1,886
Yakima	450	4,730	528	1,886

ADVERTISING IN SUNDAY SUPPLEMENTS - AIR FORCE

	<u>Dollar Expenditure</u>	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	<u>\$</u>	<u>\$</u>
<u>Test Markets</u>		
Bowling Green	NONE	NONE
Boise		
Denver		
Kansas City		
Valdosta		
Baton Rouge		
Altoona		
Spokane		
<u>Control Markets</u>		
Casper		
Albany		
Shreveport		
Yakima		

ADVERTISING IN SUNDAY SUPPLEMENTS - ARMY

	<u>Dollar Expenditure</u>	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	\$	\$
<u>Test Markets</u>		
Columbus	-	-
Atlanta	-	-
Denver	-	4,522
Kansas City	-	-
Louisville	-	-
Seattle	-	6,122
Altoona	-	-
Spokane	-	1,736
 <u>Control Markets</u>		
Omaha	-	-
Albany	-	2,695
Portland	-	6,212
Yakima	-	1,051

ADVERTISING IN SUNDAY SUPPLEMENTS - MARINE CORPS

	Dollar Expenditure	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	\$	\$
<u>Test Markets</u>		
Augusta	-	1,140
Dothan	-	-
Denver	-	3,705
Kansas City	-	-
Louisville	-	-
Seattle	-	3,990
Valdosta	-	246
Baton Rouge	-	1,710
<u>Control Markets</u>		
Charleston	-	1,425
Albany	-	864
Portland	-	2,835
Shreveport	-	-

ADVERTISING IN SUNDAY SUPPLEMENTS - NAVY

	<u>Dollar Expenditure</u>	
	<u>Base Period: 8/75</u>	<u>Test Period: 9-12/75</u>
	<u>\$</u>	<u>\$</u>
<u>Test Markets</u>		
Lansing	NONE	NONE
Knoxville		
Louisville		
Seattle		
Valdosta		
Baton Rouge		
Altoona		
Spokane		
<u>Control Markets</u>		
Binghamton		
Portland		
Shreveport		
Yakima		

B. The Data Base

B. DESCRIPTION OF THE DATA BASE

- Criterion Variables
- Co-variant Variables

CRITERION VARIABLES¹

	<u>Source</u>
1. Accession Contracts ÷ QMA ²	General Research Corporation
2. Total National Level Inquiries ÷ QMA	
3. Telephone National Level Inquiries ÷ QMA	Service Questionnaire
4. Mail National Level Inquiries ÷ QMA	Service Questionnaire
5. Total Recruiting Station Applicant Inquiries/Hour Total inquiries from male applicants telephone and walk-ins per station divided by hours station was audited. Stations to be weighted and aggregated by number of production recruiters assigned.	Recruiting Station Audit Forms
6. Telephone Recruiting Station Male Applicant Inquiries/Hour See #5, for Telephone Only	Recruiting Station Audit Forms
7. Walk-In Recruiting Station Male Applicant Inquiries/Hour See #5, for Walk-In	Recruiting Station Audit Forms
8. Male Applicant First Contact Station Inquiries/Hour See #5, for First Contacts	Recruiting Station Audit Forms
9. Percent of qualified respondents ³ reading any direct mailing during past 3 months (Q.10d)	Survey Questionnaire

¹ Data for each variable was gathered for the base (8/75) and test (9-12/75) periods for each armed service in their applicable test and control markets

² Qualified Military Available

³ Males, 17-24 years of age completing less than three years of college with no prior military association.

(CONTINUED)

CRITERION VARIABLES (CONTINUED)

	<u>Source</u>
10. Percent responding to any mailing during past 3 months (Q.10e)	Survey Questionnaire
11. Percent calling toll-free number seen in service ad in past 3 months (Q.10f)	Survey Questionnaire
12. Percent sending in coupon from service advertisement in past 3 months (Q.10g)	Survey Questionnaire
13. Percent responding by mail, toll-free number or coupon	Survey Questionnaire
14. Average rating of idea of enlistment; four services combined ("Excellent" idea = 4; "Good" = 3; "Fair" = 2; "Poor" = 1)(Q.6)	Survey Questionnaire
15. Percent mentioning of service in "plans for next few years" Unaided (Q.3e)	Survey Questionnaire
16. Percent assigning "some possibility" of joining the Armed Services (Q.4)	Survey Questionnaire
17. Percent saying it is "very" or "fairly" likely they will spend "sometime serving in any of the Armed Services" (Q.4a)	Survey Questionnaire
18. Average (linear) probability of joining Armed Services: "Very likely" = 3; "Fairly likely" = 2; "Not very/fairly likely" = 1; "No possibility" = 0 (Q.4a)	Survey Questionnaire
19. Average (log) probability of joining Armed Services: "Very likely" = 9; "Fairly likely" = 4; "Not very likely" = 1; "No possibility" = 0 (Q.4a)	Survey Questionnaire
20. Percentage seeing or hearing any advertising for a Service in the "past month" (Q.8a)	Survey Questionnaire
21. Percentage recalling radio advertising for a Service in the "past month" (Q.8b)	Survey Questionnaire

MATCHING AND CO-VARIANT VARIABLES

	<u>Source</u>
1. Unemployment rate (10/1/75)	General Research Corporation
2. Wage rate (10/1/75)	General Research Corporation
3. Qualified Military Available (QMA)	General Research Corporation
4. Population	Census
5. Percent of population who are Black	Census
6. Production recruiters/QMA	Recruiting Office Information Sheet
7. Percent of female population who are working women	Census
8. Percent owner occupied dwelling units	Census
9. No. of stations in market divided by QMA	Recruiting Office Inform. Sheet
10. Total no. of staff	Recruiting Office Inform. Sheet
11. Total no. of production recruiters divided by QMA	Recruiting Office Inform. Sheet
12. Total production recruiters "in office" divided by QMA	Recruiting Office Inform. Sheet
13. Mean grade of production recruiters assigned	Recruiting Office Inform. Sheet
14. Total number of station open hours divided by QMA	Recruiting Office Inform. Sheet
15. All stations in central city/one or more outside central city	Recruiting Office Inform. Sheet
16. All stations in retail areas/one or more outside retail area.	Recruiting Office Inform. Sheet
17. No stations in residential areas/one or more	Recruiting Office Inform. Sheet

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

	<u>Source</u>
18. No stations in non-white area/one or more	Recruiting Office Inform. Sheet
19. No stations in storefronts, shopping centers or malls/one or more	Recruiting Office Inform. Sheet
20. No stations at street level/one or more	Recruiting Office Inform. Sheet
21. No stations with office visible or large, easy to see sign/one or more	Recruiting Office Inform. Sheet
22. No stations with one or more other Services visible/one or more	Recruiting Office Inform. Sheet
23. No stations with one or more other Services in same office area/one or more	Recruiting Office Inform. Sheet
24. Total number of different telephone numbers divided by QMA	Recruiting Office Inform. Sheet
25. Total number of telephone instruments divided by QMA	Recruiting Office Inform. Sheet
26. No stations with parking close to front door or within 100 yards/one or more	Recruiting Office Inform. Sheet
27. No. of males walking past offices or signs during four sample periods, divided by QMA	Recruiting Office Inform. Sheet
28. Percent of market production recruiters covered by audit	Recruiting Office Inform. Sheet
29. Percent of quota achieved for 8/75 divided by QMA (Air Force and Army only)	Service Questionnaire
30. Percent of quota achieved for 9-12/75 divided by QMA (Air Force and Army only)	Service Questionnaire
<u>AGE</u>	
31. Percent 22 and older (Q.3a)	Survey Questionnaire
32. Percent 17 and 18 (Q.3a)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

SCHOOLING

	<u>Source</u>
33. Percent high school graduates (Q.3c)	Survey Questionnaire
34. Percent 11th grade or less (Q.3c)	Survey Questionnaire
35. Mean high school grade level (Q.K)	Survey Questionnaire
36. Percent in college prep. (Q.L)	Survey Questionnaire
37. Percent in Industrial/vocational (Q.L)	Survey Questionnaire
38. Mean math level (Q.M)	Survey Questionnaire
39. Percent passing elect/electron (Q.N)	Survey Questionnaire
40. Percent with high school military training (Q.O)	Survey Questionnaire

CAR, RADIO OWNERSHIP

41. Percent owning car (Q.P)	Survey Questionnaire
42. Percent with working car radio (Q.P)	Survey Questionnaire
43. Percent with working portable battery radio (Q.Q)	Survey Questionnaire

ETHNIC

44. Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish) (Q.R)	Survey Questionnaire
45. Percent Black (Q.R)	Survey Questionnaire
46. Percent Non-White (Q.R)	Survey Questionnaire

HOUSEHOLD TYPE

47. Percent with parents or guardians at home (Q.A.1)	Survey Questionnaire
48. Percent in own home/household head(Q.A.1)	Survey Questionnaire
49. Percent in dorm or other college building (Q.A.1)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)PARENTAL STATUS

50. Percent with children (Q.B)

Source

Survey Questionnaire

MARITAL STATUS

51. Percent married (Q.C)

Survey Questionnaire

52. Percent separated/divorced (Q.C)

Survey Questionnaire

EMPLOYMENT INCOME STATUS

53. Percent enrolled in full-time education 75-76 (Q.D)

Survey Questionnaire

54. Percent currently employed (Q.E)

Survey Questionnaire

55. Percent very likely to attend college or school full-time (Q.4a)

Survey Questionnaire

56. Percent working 30 hours or more (Q.E2)

Survey Questionnaire

57. Percent unemployed, looking in past 2 years (Q.F1)

Survey Questionnaire

58. Mean months out of work/looking (Q.F2)

Survey Questionnaire

59. Percent out of work/looking 8/75 + not employed (Q.F3/E1)

Survey Questionnaire

60. Mean personal income 1975 (Q.G)

Survey Questionnaire

61. Percent income less than \$5,000/not full-time student (Q.G/D)

Survey Questionnaire

62. Father's mean income (Q.I)

Survey Questionnaire

63. Percent father's income below \$10,000 (Q.I)

Survey Questionnaire

FAMILY ASSOCIATIONS WITH ARMED SERVICES

64. Percent with father in armed service in past (Q.H1)

Survey Questionnaire

65. Mean "father years" on active duty (Q.H3)

Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

<u>FAMILY ASSOC. WITH ARMED SERVICES (CONT'D.)</u>	<u>Source</u>
66. Percent with relative or friend other than father in armed service (Q.J)	Survey Questionnaire
67. Percent with father and/or relative/ friend in armed service (Q.H1/J)	Survey Questionnaire
68. Percent <u>total screeners</u> with past paid service (Q.4b)	Survey Questionnaire
69. Percent <u>total screeners</u> now under written obligation (Q.4d)	Survey Questionnaire
70. Percent <u>total screeners</u> with either past paid service or written obligation (Q.4b/4d)	Survey Questionnaire
<u>MEDIA EXPOSURE</u>	
71. Mean hours watching TV yesterday before 7:30 PM (Q.11a)	Survey Questionnaire
72. Mean hours watching TV yesterday 7:30 - 11:00 PM (Q.11b)	Survey Questionnaire
73. Mean hours watching TV yesterday after 11:00 P.M. (Q.11c)	Survey Questionnaire
74. Mean hours watching TV yesterday sum of day parts (Q.11a/11b/11c)	Survey Questionnaire
75. Mean hours listening to radio 6 AM - 10 AM (Q.12a)	Survey Questionnaire
76. Mean hours listening to radio 10 AM - 3 PM (Q.12b)	Survey Questionnaire
77. Mean hours listening to radio 3 PM - 7 PM (Q.12c)	Survey Questionnaire
78. Mean hours listening to radio 7 PM - midnight (Q.12d)	Survey Questionnaire
79. Mean hours listening to radio after midnight (Q.12e)	Survey Questionnaire
80. Mean hours listening to radio all day parts (Q.12a/b/c/d/e)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

<u>MEDIA EXPOSURE (CONT'D.)</u>	<u>Source</u>
81. Listen regularly to rock & roll (Q.12f)	Survey Questionnaire
82. Listen regularly to rhythm & blues(Q.12f)	Survey Questionnaire
83. Listen regularly to country/ western (Q.12f)	Survey Questionnaire
84. Listen regularly to either rock & roll, rhythm & blues, country western or soul/jazz (Q.12f)	Survey Questionnaire
85. Listen regularly to any radio type (Q.12f)	Survey Questionnaire
86. Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into (Q.13a/b/c)	Survey Questionnaire
87. Mean days on which daily newspaper was looked into (Q.13a)	Survey Questionnaire
88. Mean issues of Sunday newspaper looked into (Q.13b)	Survey Questionnaire
89. Mean Sunday newspaper magazine sections looked into (Q.13c)	Survey Questionnaire
90. Mean number of separate magazines looked into one or more times (Q.14)	Survey Questionnaire
91. Mean number of issues looked into, all magazines combined (Q.14)	Survey Questionnaire
92. Percent receiving mail from any armed service in past 3 months (Q.10c)	Survey Questionnaire
93. Mean number of services from which received direct mail in past 3 months (include zeroes) (Q.10c)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

<u>PAST SERVICE ASSOCIATIONS</u>	<u>Source</u>
<u>Family Association with Armed Services</u>	
94. Percent with father (Q.H.2)	Survey Questionnaire
95. Mean "father months" (Q.H.2/H.3)	Survey Questionnaire
96. Percent with relative friend (Q.J)	Survey Questionnaire
97. Percent with father and/or relative/ friend (Q.H.1/J.	Survey Questionnaire
<u>Past Paid Service of 17 - 24's</u>	
98. Percent <u>total screeners</u> with past paid service (Q.4b/4c)	Survey Questionnaire
99. Percent <u>total screeners</u> now under written obligation (Q.4d/4e)	Survey Questionnaire
100. Percent of <u>total screeners</u> with either past paid service or written obligation (Q.4b/4c/4d/4e)	Survey Questionnaire
<u>Direct Mail Exposure</u>	
101. Percent received mail from in past 3 months (Q.10c)	Survey Questionnaire
<u>5 Year Recruiter Contacts/Discussions re: Enlistment</u>	
102. Talked to a recruiter at station or elsewhere in person or by telephone in past 5 years (Q.10a, Col. 15/ 1,2,4)	Survey Questionnaire
103. Percent heard a recruiter talk at high school in past 5 years (Q.10a Col.15/3)	Survey Questionnaire
104. Percent discussed enlistment with friends, counsellors, father or mother in past 5 years (Q.10a Col. 15/5,6,7, 8, 9, 0)	Survey Questionnaire

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

<u>5 Year Recruiter Contacts/Discussions re: Enlistment (Cont'd.)</u>	<u>Source</u>
105. Percent had one full year of ROTC in past 5 years (Q.10a Col. 16/1)	Survey Questionnaire
106. Percent inquired into military college or officer candidate program in past 5 years (Q.10a Col. 16/2, 4)	Survey Questionnaire
107. Percent enrolled now in military college (Q.10a Col. 16/3)	Survey Questionnaire
108. Percent taken aptitude test in high school in past 5 years (Q.10a Col. 16/5)	Survey Questionnaire
109-112. Public Service Broadcasts adver- tising (Radio & TV for each of the four services)	A.C. Neilsen Co.
113. DOD QMA Mental Category I	General Research Corp.
114. DOD QMA Mental Category II	General Research Corp.
115. DOD QMA Mental Category III A	General Research Corp.
116. DOD QMA Mental Category III B	General Research Corp.
117. DOD QMA Mental Category IV A	General Research Corp.
118. DOD QMA Mental Category IV B	General Research Corp.
119. High school graduates	General Research Corp.
120. Percent high school graduates still in school	General Research Corp.
121. Non-high school graduates	General Research Corp.
122. Percent non-high school graduates in school	General Research Corp.
123. Men 17 - 21 who are unavailable for service	General Research Corp.

(CONTINUED)

MATCHING AND CO-VARIANT VARIABLES (CONTINUED)

	<u>Source</u>
124. Ineligible - Mental Category V - White	General Research Corp.
125. Ineligible - Mental Category V - Black	General Research Corp.
126. Ineligible - Mental Category V - Other	General Research Corp.
127. Ineligible - Mental Category V - Total	General Research Corp.
128. Ineligible - Physically Unfit - White	General Research Corp.
129. Ineligible - Physically Unfit - Black	General Research Corp.
130. Ineligible - Physically Unfit - Other	General Research Corp.
131. Ineligible - Physically Unfit - Total	General Research Corp.

CO-VARIANT VARIABLES

MARKET MATCHING OF CO-VARIANT VARIABLES

The following four sets of tables -- one set for each service -- show the variables on which test and control markets were matched prior to the start of the test.

Test and control markets were matched originally based on triads -- two test and one control market. These data are a co-variant comparison of test and control markets for the four triads used on each service in total -- three triple-service* triads and one single service triad.

A scanning of the tables shows that with randomly expected exceptions, the eight test and four control markets for each service are closely matched on all variables.

*Where three services were advertising simultaneously or where only one service was advertising alone.

AIR FORCE
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
Number of Markets	(8)	(4)
Unemployment rate (10/1/75)	6.75	7.38
Wage rate (10/1/75)	199.64	220.26
No. of Stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.20	.15
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.49	.45
Percent achieved 9-12/75	108.62	105.00
<u>AGE</u>		
Percent 22 and older	18.84	22.59
Percent 17 and 18	42.11	39.29
<u>SCHOOLING</u>		
Percent high school graduate	41.28	37.32
Percent 11th grade or less	35.99	36.03
Mean high school grade level	2.28	2.23
Percent in college prep.	54.77	56.98
Percent in industrial/vocational	30.30	25.72
Mean math level	2.43	2.43
Percent passing elect/electron	20.39	16.68
Percent with high school military training	4.58	8.95
<u>CAR, RADIO OWNERSHIP</u>		
Percent owning car	70.90	71.90
Percent with working car radio	64.89	66.11
Percent with working portable battery radio	57.88	58.16
<u>ETHNIC</u>		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.87	3.44
Percent Black	10.28	7.62
Percent Non-white	14.82	13.79
<u>HOUSEHOLD TYPE</u>		
Percent with parents or guardian at home	72.08	68.92
Percent in own home/household head	20.00	21.99
Percent in dorm or other college building	2.20	1.99

(CONTINUED)

AIR FORCE (CONTINUED)
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	<u>Test</u>	<u>Control</u>
<u>PARENTAL STATUS</u>		
Percent with children	9.01	10.11
<u>MARITAL STATUS</u>		
Percent married	16.39	17.87
Percent separated/divorced	2.47	1.29
<u>EMPLOYMENT/INCOME STATUS</u>		
Percent enrolled full-time education 75-76	49.56	47.26
Percent currently employed	64.13	66.35
Percent very likely to attend college or school full-time	46.74	39.15
Percent working 30 hours or more	50.76	52.22
Percent unemployed, looking in past 2 years	49.99	42.81
Mean months out of work/looking	2.40	1.74
Mean personal income 1975	3.50	3.50
Percent income less than \$5,000/not full-time student	21.07	19.61
Mean fathers income	4.00	4.25
Percent fathers income below \$10,000	34.24	25.43
<u>FAMILY ASSOCIATION WITH ARMED SERVICES</u>		
Percent with father in armed service in past	13.00	11.23
Mean "father years" on active duty	.10	.09
Percent with relative or friend other than father in armed service	18.51	14.82
Percent with father and/or relative friend in armed service	28.76	23.54
<u>MEDIA EXPOSURE</u>		
Mean hours watching TV yesterday before 7:30 PM	1.18	1.19
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.24	1.30
Mean hours watching TV yesterday after 11:00 PM	.40	.33
Mean hours watching TV yesterday sum of day parts	2.82	2.83
Mean hours listening to radio 6 AM - 10 AM	.92	.91
Mean hours listening to radio 10 AM - 3 PM	.98	.86
Mean hours listening to radio 3 PM - 7 PM	.83	.77
Mean hours listening to radio 7 PM - Midnight	.98	.79
Mean hours listening to radio after midnight	.26	.27
Mean hours listening to radio all day parts	3.81	3.59

(CONTINUED)

AIR FORCE (CONTINUED)
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

<u>MEDIA EXPOSURE (CONTINUED)</u>	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
Listen regularly to rock and roll	72.01	67.36
Listen regularly to rhythm and blues	17.18	19.51
Listen regularly to country/western	10.47	12.79
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	82.86	80.63
Listen regularly to any radio type	91.79	89.65
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.09	20.57
Mean days on which daily newspaper was looked into	3.58	3.96
Mean issues of Sunday newspaper looked into	2.26	2.79
Mean Sunday newspaper magazine sections looked into	1.49	1.93
Mean number of separate magazines looked into one or more times	7.46	7.35
Mean number of issues looked into, all magazines combined	16.89	17.16
Percent received mail from any armed service in past 3 months	34.03	25.78
Mean number of services from which received direct mail in past 3 months (include zeroes)	.13	.07
<u>FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT</u>		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.15	58.69
Percent heard a recruiter talk at high school in past 5 years	56.52	50.85
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	85.76	83.63
Percent had one full year of ROTC in past 5 years	4.94	9.31
Percent inquired into military college or officer candidate program in past 5 years	9.41	12.18
Percent enrolled now in military college	.23	.54
Percent taken aptitude test in high school in past 5 years	28.96	29.90

(CONTINUED)

AIR FORCE (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
<u>PERCENT OF QMA</u>		
DOD Mental Category I	5.59	5.12
DOD Mental Category II	33.66	30.74
DOD Mental Category III A	19.56	19.18
DOD Mental Category III B	20.26	20.06
DOD Mental Category IV A	9.30	10.33
DOD Mental Category IV B	11.63	14.57
High school graduates	46.66	52.17
Percent high school graduates still in school	.42	.61
Non high school graduates	53.34	47.83
Percent non-high school graduates in school	.50	.88
Men 17 - 21 who are unavailable for service	15.16	12.56
Ineligible - Mental Category V - White	3.28	5.70
Ineligible - Mental Category - Black	3.37	6.50
Ineligible - Mental Category - Other	.06	.07
Ineligible - Mental Category - Total	6.71	12.27
Ineligible - Physically Unfit - White	32.75	45.09
Ineligible - Physically Unfit - Black	3.21	3.83
Ineligible - Physically Unfit - Other	.29	.29
Ineligible - Physically Unfit - Total	36.25	49.20
Population	455218.88	311580.50
Percent population black	10.71	9.30
Percent working women	38.01	37.75
Percent owner occupied dwelling units	67.41	66.35
Qualified Military Available (QMA)	13604.38	8838.25

ARMY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test (8)	Control (4)
Number of Markets		
Unemployment rate (10/1/75)	8.05	8.45
Wage rate (10/1/75)	207.54	216.72
No. of stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.14	.21
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.75	.74
Percent quota achieved 9-12/75	96.50	48.25
<u>AGE</u>		
Percent 22 and older	20.20	20.97
Percent 17 and 18	39.30	42.79
<u>SCHOOLING</u>		
Percent high school graduates	38.81	34.59
Percent 11th grade or less	36.51	38.93
Mean high school grade level	2.24	2.22
Percent in college prep.	56.42	60.96
Percent in industrial/vocational	28.92	24.35
Mean math level		

ARMY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test (8)	Control (4)
Number of Markets		
Unemployment rate (10/1/75)	8.05	8.45
Wage rate (10/1/75)	207.54	216.72
No. of stations in market divided by QMA	.02	.02
Total number of station open hours divided by QMA	.14	.21
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	.75	.74
Percent quota achieved 9-12/75	96.50	48.25
<u>AGE</u>		
Percent 22 and older	20.20	20.97
Percent 17 and 18	39.30	42.79
<u>SCHOOLING</u>		
Percent high school graduates	38.81	34.59
Percent 11th grade or less	36.51	38.93
Mean high school grade level	2.24	2.22
Percent in college prep.	56.42	60.96
Percent in industrial/vocational	28.92	24.35
Mean math level	2.49	2.62
Percent passing elect/electron	22.21	27.46
Percent with high school military training	4.73	3.81
<u>CAR, RADIO OWNERSHIP</u>		
Percent owning car	68.30	70.76
Percent with working car radio	62.07	65.77
Percent with working portable battery radio	59.92	60.49
<u>ETHNIC</u>		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.84	3.72
Percent Black	8.44	3.36
Percent Non-White	12.79	8.38
<u>HOUSEHOLD TYPE</u>		
Percent with parents or guardian at home	70.06	70.47
Percent in own home/household head	19.70	19.10
Percent in dorm or other college building	2.66	2.46

(CONTINUED)

ARMY (CONTINUED)
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
<u>PARENTAL STATUS</u>		
Percent with children	10.91	8.62
<u>MARITAL STATUS</u>		
Percent married	16.01	16.78
Percent separated/divorced	1.79	.56
<u>EMPLOYMENT/INCOME STATUS</u>		
Percent enrolled full-time education 75-76	51.57	53.30
Percent currently employed	62.95	66.00
Percent very likely to attend college or school full-time	48.22	46.79
Percent working 30 hours or more	48.03	49.22
Percent unemployed, looking in past 2 years	50.83	48.82
Mean months out of work/looking	2.63	2.18
Mean personal income 1975	3.38	3.00
Percent income less than \$5,000/not full-time student	19.21	20.11
Mean fathers income	4.38	4.25
Percent fathers income below \$10,000	27.48	24.46
<u>FAMILY ASSOCIATION WITH ARMED SERVICES</u>		
Percent with father in armed service in past	33.81	30.60
Mean "father years" on active duty	.12	.09
Percent with relative or friend other than father in armed service	25.63	21.20
Percent with father and/or relative friend in armed service	49.25	44.49
<u>MEDIA EXPOSURE</u>		
Mean hours watching TV yesterday before 7:30 PM	1.17	1.09
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.16	1.17
Mean hours watching TV yesterday after 11:00 PM	.46	.36
Mean hours watching TV yesterday sum of day parts	2.80	2.63
Mean hours listening to radio 6 AM - 10 AM	.94	.87
Mean hours listening to radio 10 AM - 3 PM	1.06	.84
Mean hours listening to radio 3 PM - 7 PM	.89	.81
Mean hours listening to radio 7 PM - Midnight	.92	.85
Mean hours listening to radio after midnight	.31	.30
Mean hours listening to radio all day parts	4.11	3.67

(CONTINUED)

ARMY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
<u>MEDIA EXPOSURE (CONTINUED)</u>		
Listen regularly to rock and roll	.75	.71
Listen regularly to rhythm and blues	.19	.16
Listen regularly to country/western	.07	.09
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	.83	.81
Listen regularly to any radio type	.92	.91
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.72	20.67
Mean days on which daily newspaper was looked into	3.63	3.98
Mean issues of Sunday newspaper looked into	2.58	2.86
Mean Sunday newspaper magazine sections looked into	1.62	1.88
Mean number of separate magazines looked into one or more times	7.09	6.65
Mean number of issues looked into, all magazines combined	16.29	15.28
Percent received mail from any armed service in past 3 months	33.79	34.39
Mean number of services from which received direct mail in past 3 months (include zeroes)	.19	.22
<u>FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT</u>		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	57.11	57.29
Percent heard a recruiter talk at high school in past 5 years	51.41	50.32
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	87.19	84.33
Percent had one full year of ROTC in past 5 years	5.18	3.27
Percent inquired into military college or officer candidate program in past 5 years	10.50	10.98
Percent enrolled now in military college	.27	.09
Percent taken aptitude test in high school in past 5 years	23.86	21.34

(CONTINUED)

ARMY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
PUBLIC SERVICE BROADCASTS ADVERTISING (RADIO AND TV FOR EACH OF THE FOUR SERVICES)		
<u>PERCENT OF QMA</u>		
DOD Mental Category I	5.18	6.23
DOD Mental Category II	32.07	37.29
DOD Mental Category III A	19.69	20.68
DOD Mental Category III B	20.16	18.23
DOD Mental Category IV A	10.12	8.42
DOD Mental Category IV B	12.79	9.13
High school graduates	48.22	53.23
Percent high school graduates still in school	.19	.29
Non high school graduates	51.78	46.77
Percent non-high school graduates in school	.25	.39
Men 17 - 21 who are unavailable for service	13.55	14.03
Ineligible - Mental Category V - White	2.86	2.50
Ineligible - Mental Category - Black	2.74	.72
Ineligible - Mental Category - Other	.04	.15
Ineligible - Mental Category - Total	5.65	3.38
Ineligible - Physically Unfit - White	31.46	32.76
Ineligible - Physically Unfit - Black	3.14	1.30
Ineligible - Physically Unfit - Other	.29	.85
Ineligible - Physically Unfit - Total	34.89	34.91
Population	933591.12	604038.00
Percent population black	8.35	3.32
Percent working women	38.10	38.15
Percent owner occupied dwelling units	64.71	64.72
Qualified Military Available (QMA)	29707.75	20162.50

MARINES

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test (8)	Control (4)
Number of markets		
Unemployment rate (10/1/75)	7.61	8.99
Wage rate (10/1/75)	203.43	194.80
No. of stations in market divided by QMA	.01	.01
Total number of station open hours divided by QMA	.09	.09
No. of males walking past offices or signs during four sample periods, divided by QMA	.00	.00
Quota 9-12/75/QMA	N/A	N/A
Percent quota achieved 9-12/75	N/A	N/A
<u>AGE</u>		
Percent 22 and older	17.51	19.06
Percent 17 and 18	43.80	41.28
<u>SCHOOLING</u>		
Percent high school graduates	39.07	36.50
Percent 11th grade or less	39.05	36.03
Mean high school grade level	2.33	2.25
Percent in college prep.	56.12	57.04
Percent in industrial/vocational	29.98	24.87
Mean math level	2.43	2.50
Percent passing elect/electron	20.55	23.09
Percent with high school military training	7.91	6.94
<u>CAR, RADIO OWNERSHIP</u>		
Percent owning car	67.22	64.84
Percent with working car radio	60.85	60.99
Percent with working portable battery radio	57.09	57.45
<u>ETHNIC</u>		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	2.10	.74
Percent Black	16.73	15.47
Percent Non-White	21.03	19.12
<u>HOUSEHOLD TYPE</u>		
Percent with parents or guardian at home	74.22	73.55
Percent in own home/household head	17.25	16.90
Percent in dorm or other college building	2.07	2.55

(CONTINUED)

MARINES (CONTINUED)
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
<u>PARENTAL STATUS</u>		
Percent with children	9.37	8.54
<u>MARITAL STATUS</u>		
Percent married	14.91	14.26
Percent separated/divorced	2.79	.64
<u>EMPLOYMENT/INCOME STATUS</u>		
Percent enrolled full-time education 75-76	52.64	51.38
Percent currently employed	62.26	62.73
Percent very likely to attend college or school full-time	49.97	45.31
Percent working 30 hours or more	47.92	48.97
Percent unemployed, looking in past 2 years	52.80	47.76
Mean months out of work/looking	2.48	2.23
Mean personal income 1975	3.12	3.25
Percent income less than \$5,000/not full-time student	22.18	19.56
Mean fathers income	4.25	4.00
Percent fathers income below \$10,000	32.01	26.21
<u>FAMILY ASSOCIATION WITH ARMED SERVICES</u>		
Percent with father in armed service in past	4.25	5.30
Mean "father years" on active duty	.02	.03
Percent with relative or friend other than father in armed service	12.90	9.67
Percent with father and/or relative friend in armed service	16.20	14.24
<u>MEDIA EXPOSURE</u>		
Mean hours watching TV yesterday before 7:30 PM	1.19	1.10
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.16	1.13
Mean hours watching TV yesterday after 11:00 PM	.40	.36
Mean hours watching TV yesterday sum of day parts	2.75	2.58
Mean hours listening to radio 6 AM - 10 AM	1.01	.99
Mean hours listening to radio 10 AM - 3 PM	1.11	.99
Mean hours listening to radio 3 PM - 7 PM	.93	.82
Mean hours listening to radio 7 PM - Midnight	.94	.86
Mean hours listening to radio after midnight	.30	.33
Mean hours listening to radio all day parts	4.29	3.99

(CONTINUED)

MARINES (CONTINUED)
(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	<u>Test</u>	<u>Control</u>
<u>MEDIA EXPOSURE (CONTINUED)</u>		
Listen regularly to rock and roll	70.20	67.65
Listen regularly to rhythm and blues	20.89	21.36
Listen regularly to country/western	10.11	7.89
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	82.13	80.73
Listen regularly to any radio type	92.02	90.57
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.68	20.26
Mean days on which daily newspaper was looked into	3.62	3.91
Mean issues of Sunday newspaper looked into	2.55	2.72
Mean Sunday newspaper magazine sections looked into	1.66	1.92
Mean number of separate magazines looked into one or more times	7.68	7.28
Mean number of issues looked into, all magazines combined	17.48	17.30
Percent received mail from any armed service in past 3 months	36.55	35.12
Mean number of services from which received direct mail in past 3 months (include zeroes)	.14	.11
<u>FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT</u>		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.42	54.63
Percent heard a recruiter talk at high school in past 5 years	56.51	55.30
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	85.24	84.49
Percent had one full year of ROTC in past 5 years	8.08	7.40
Percent inquired into military college or officer candidate program in past 5 years	9.92	14.02
Percent enrolled now in military college	.05	.72
Percent taken aptitude test in high school in past 5 years	28.78	23.82

(CONTINUED)

MARINES (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
<u>PUBLIC SERVICE BROADCASTS ADVERTISING</u>		
<u>(RADIO AND TV FOR EACH OF THE FOUR SERVICES)</u>		
<u>PERCENT OF QMA</u>		
DOD Mental Category I	5.40	5.27
DOD Mental Category II	32.67	32.75
DOD Mental Category III A	19.63	19.62
DOD Mental Category III B	20.04	19.41
DOD Mental Category IV A	9.89	9.84
DOD Mental Category IV B	12.37	13.12
High school graduates	45.14	50.74
Percent high school graduates still in school	.24	.29
Non high school graduates	54.86	49.26
Percent non-high school graduates in school	.33	.41
Men 17 - 21 who are unavailable for service	23.33	21.06
Ineligible - Mental Category V - White	3.44	4.03
Ineligible - Mental Category - Black	3.80	5.39
Ineligible - Mental Category - Other	.06	.17
Ineligible - Mental Category - Total	7.30	9.58
Ineligible - Physically Unfit - White	34.02	36.52
Ineligible - Physically Unfit - Black	3.78	4.13
Ineligible - Physically Unfit - Other	.38	.99
Ineligible - Physically Unfit - Total	38.18	41.63
Population	706364.75	582193.75
Percent population black	17.68	17.30
Percent working women	36.56	37.20
Percent owner occupied dwelling units	64.72	63.38
Qualified Military Available (QMA)	20584.12	17780.50

NAVY

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test (8)	Control (4)
Number of markets	8.36	8.74
Unemployment rate (10/1/75)	213.20	208.37
Wage rate (10/1/75)	.02	.02
No. of stations in market divided by QMA	.21	.22
Total number of station open hours divided by QMA		
No. of males walking past offices or signs during four sample periods, divided by QMA	.01	.01
Quota 9-12/75/QMA	N/A	N/A
Percent quota achieved 9-12/75	N/A	N/A
<u>AGE</u>		
Percent 22 and older	19.18	19.82
Percent 17 and 18	41.88	41.01
<u>SCHOOLING</u>		
Percent high school graduates	41.49	38.26
Percent 11th grade or less	35.48	37.23
Mean high school grade level	2.29	2.28
Percent in college prep.	56.11	56.88
Percent in industrial/vocational	29.24	26.47
Mean math level	2.51	2.50
Percent passing elect/electron	20.32	23.88
Percent with high school military training	2.90	4.32
<u>CAR, RADIO OWNERSHIP</u>		
Percent owning car	67.31	68.09
Percent with working car radio	61.63	63.37
Percent with working portable battery radio	59.33	57.82
<u>ETHNIC</u>		
Percent Hispanic (Cuban, Mexican, Puerto Rican, Spanish)	1.09	3.26
Percent Black	12.08	6.74
Percent Non-White	16.06	13.46
<u>HOUSEHOLD TYPE</u>		
Percent with parents or guardian at home	71.75	71.67
Percent in own home/household head	18.37	19.79
Percent in dorm or other college building	2.38	2.37

(CONTINUED)

NAVY (CONTINUED)

51.

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
<u>PARENTAL STATUS</u>		
Percent with children	10.27	7.98
<u>MARITAL STATUS</u>		
Percent married	15.83	15.41
Percent separated/divorced	2.00	.92
<u>EMPLOYMENT/INCOME STATUS</u>		
Percent enrolled full-time education 75-76	51.00	50.76
Percent currently employed	61.54	64.95
Percent very likely to attend college or school full-time	48.93	45.33
Percent working 30 hours or more	46.82	49.84
Percent unemployed, looking in past 2 years	52.08	47.21
Mean months out of work/looking	2.81	2.20
Mean personal income 1975	3.25	3.25
Percent income less than \$5,000/not full-time student	21.84	20.63
Mean fathers income	4.12	4.00
Percent fathers income below \$10,000	31.89	28.58
<u>FAMILY ASSOCIATION WITH ARMED SERVICES</u>		
Percent with father in armed service in past	15.35	13.89
Mean "father years" on active duty	.05	.04
Percent with relative or friend other than father in armed service	17.75	15.63
Percent with father and/or relative friend in armed service	29.62	28.34
<u>MEDIA EXPOSURE</u>		
Mean hours watching TV yesterday before 7:30 PM	1.27	1.12
Mean hours watching TV yesterday 7:30 - 11:00 PM	1.24	1.18
Mean hours watching TV yesterday after 11:00 PM	.48	.35
Mean hours watching TV yesterday sum of day parts	2.99	2.65
Mean hours listening to radio 6 AM - 10 AM	.91	.93
Mean hours listening to radio 10 AM - 3 PM	.98	.87
Mean hours listening to radio 3 PM - 7 PM	.84	.79
Mean hours listening to radio 7 PM - Midnight	.83	.89
Mean hours listening to radio after midnight	.27	.28
Mean hours listening to radio all day parts	3.83	3.74

(CONTINUED)

NAVY (CONTINUED)

52.

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	Markets	
	Test	Control
<u>MEDIA EXPOSURE (CONTINUED)</u>		
Listen regularly to rock and roll	.71	.72
Listen regularly to rhythm and blues	.20	.19
Listen regularly to country/western	.09	.09
Listen regularly to either rock and roll, rhythm and blues, country western or soul/jazz	.82	.81
Listen regularly to any radio type	.92	.91
Mean days on which daily, Sunday or Sunday magazine, newspaper was looked into	18.96	21.00
Mean days on which daily newspaper was looked into	3.72	4.00
Mean issues of Sunday newspaper looked into	2.45	2.93
Mean Sunday newspaper magazine sections looked into	1.63	2.07
Mean number of separate magazines looked into one or more times	7.45	7.34
Mean number of issues looked into, all magazines combined	16.81	17.18
Percent received mail from any armed service in past 3 months	32.75	33.77
Mean number of services from which received direct mail in past 3 months (include zeroes)	.16	.14
<u>FIVE YEAR RECRUITER CONTACTS/DISCUSSIONS RE: ENLISTMENT</u>		
Percent talked to a recruiter at station or elsewhere in person or by telephone in past 5 years	55.89	60.27
Percent heard a recruiter talk at high school in past 5 years	53.00	56.55
Percent discussed enlistment with friends, counsellors, father or mother in past 5 years	84.26	85.17
Percent had one full year of ROTC in past 5 years	3.90	4.85
Percent inquired into military college or officer candidate program in past 5 years	10.03	10.79
Percent enrolled now in military college	.27	.63
Percent taken aptitude test in high school in past 5 years	28.34	30.05

(CONTINUED)

NAVY (CONTINUED)

(ARMED FORCES CO-VARIANT DATA - TEST PERIOD)

	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
PUBLIC SERVICE BROADCASTS ADVERTISING		
<u>(RADIO AND TV FOR EACH OF THE FOUR SERVICES)</u>		
<u>PERCENT OF QMA</u>		
DOD Mental Category I	4.46	5.90
DOD Mental Category II	28.54	35.84
DOD Mental Category III A	18.34	20.28
DOD Mental Category III B	18.77	18.85
DOD Mental Category IV A	9.05	8.61
DOD Mental Category IV B	10.93	10.51
High school graduates	46.38	50.77
Percent high school graduates still in school	.34	.32
Non high school graduates	43.71	49.23
Percent non-high school graduates in school	.40	.55
Men 17 - 21 who are unavailable for service	10.29	11.18
Ineligible - Mental Category V - White	3.55	2.79
Ineligible - Mental Category - Black	2.70	4.14
Ineligible - Mental Category - Other	.05	.20
Ineligible - Mental Category - Total	6.30	7.13
Ineligible - Physically Unfit - White	30.87	27.09
Ineligible - Physically Unfit - Black	2.22	2.24
Ineligible - Physically Unfit - Other	.36	1.19
Ineligible - Physically Unfit - Total	33.45	30.53
Population	491597.75	437664.75
Percent population black	11.11	9.18
Percent working women	37.40	38.08
Percent owner occupied dwelling units	67.82	66.52
Qualified Military Available (QMA)	16017.50	14109.75

C. Markets Used/Test Design

Media Considerations Relating to Market Selection

Test Design

At the JADOR Media Committee Meeting of May 29, 1975, a discussion was held of how radio would probably be used by each of the services should the test prove cost efficiency. The meeting disclosed that each service differed in its plans for eventual utilization. Most services planned opportunistic use, sometimes in support of special programs, seasonal efforts (which differ from service to service) and considerable use of pulsing and flighting. It was concluded from this discussion that simultaneous use of paid radio by all four services in any one market would be atypical, that in many markets only one service would be advertising on radio at any one time, and that pairs and trios of services would be common.

Accordingly, a design was developed which would allow measurement of the effect of paid radio under two conditions, both of which were reasonably realistic and which represented substantially different conditions. For purposes of the test, it was decided that each service would advertise singly in one set of markets, and in three other sets of markets each service would advertise simultaneously with two other services.

Four sets of markets (test and control) are required to test single service advertising and four other sets for combinations of three services advertising simultaneously.

Two test markets were specified for each of the eight individual advertising conditions to be tested. In addition, the design specified a control market for each pair of test markets. No paid radio advertising was purchased in it. Thus, it served as a base against which to compare performance in the test markets. Each of the markets in each triad (two test markets and one control) was matched with the others as closely as possible on characteristics found to be related to overall DOD recruiting success. The levels of total advertising effort in all three markets were made equivalent. This was to be accomplished in one of two ways:

1. By cutting back on expenditures on other media in the test markets or,
2. By adding radio money in test markets and simultaneously increasing expenditures in media other than radio in the control markets.

Thus any differences in performance between the test and control markets could be validly attributed to the experimental variable, paid radio advertising. Total media weight did not vary materially between test and control markets. Where other media were purchased in control markets to equilibrate advertising weight, Gross Rating Points based upon data from agreed upon syndicated audience measurement services were used to determine equivalencies.

Two test markets were designed for each radio advertising treatment in order to provide a "replicate" for each test condition. The use of more than one test market per set of test and control markets has several advantages. Occasionally unforeseen circumstances such as a natural disaster or a sudden local economic event will affect a test market to such an extent as to render the test useless. The second market provides a safeguard against this kind of occurrence. Also, spreading out the test over more than one market increases the representativeness of the sample of the population employed, and allows the analyst to observe the extent to which random choice variation may exist between two matched markets subjected to the same treatment. The less such variation occurs, the more confidence can be placed in differences observed between test and control. Moreover, it was felt that it would be easier to replace control markets with appropriate substitutes than it would be to replace test markets should the necessity have arisen.

Definition of Markets

Radio advertising is purchased on a market-by-market basis. While the audience of many radio stations extends into rural areas, the great majority of most radio station audiences live within the Standard Metropolitan Statistical Area of the originating city. People in rural areas are often listeners to stations originating in several different cities. Thus they cannot be reached effectively by radio advertising unless advertising is purchased on many diverse stations. Accordingly, the SMSA was chosen as the unit for experimentation in this test.

Matching and Selection of Markets

As a first step in selecting SMSA's for inclusion in the test design, a list was made of the 155 SMSA's in the continental U.S. for which Arbitron radio ratings were available as listed in the Arbitron Radio Market Survey Area Guide, April 1975 - January 1976.

To this list were added 20 smaller markets, ranked 314 to 333 in population by the census. This supplementary list was added to the universe at the request of the Air Force to provide representation of the smaller markets in the test design.

But not all of these 175 SMSA's were eligible for inclusion in the test. The 12 largest markets were excluded because of the very high cost of purchasing radio time and because of their atypical populations. An additional 12 markets were excluded because the Army had planned to independently conduct a paid radio test there. An additional 9 markets were excluded because they were so close to other larger markets that effective radio coverage could not be achieved without buying outside stations. Finally, four SMSA's were excluded because they included large-scale military or naval bases.

A listing of excluded markets, by category, follows:

12 Largest Markets

New York
Chicago
Los Angeles-Long Beach
Philadelphia
Detroit
San Francisco-Oakland
Washington, D.C.
Boston
Nassau-Suffolk
Dallas, Ft. Worth
St. Louis
Pittsburgh

Army Test Markets

Houston
Cleveland
Minneapolis-St. Paul
Milwaukee
Cincinnati
Indianapolis
Phoenix
New Orleans
Providence, Warwick, Pawtucket
Sacramento
Oklahoma City
Des Moines

Military Base Markets (4)

San Diego
Dayton
San Antonio
Colorado Springs

Spill In Markets (9)

Akron
Allentown-Bethlehem-Easton
Bridgeport
Hartford-New Britain
New Haven-West Haven
Northeast Pennsylvania (Scranton, Wilkes-Barre)
Providence-Warwick-Pawtucket
San Jose
Springfield-Chicopee-Holyoke

Thus, 138 SMSA's remained as eligible for inclusion in the test design.

SUMMARY OF SMSA CHARACTERISTICS

<u>Markets</u>	<u>Population</u>	<u>QMA</u>	<u>Cluster</u>	<u>Accession Contracts /QMA</u>	<u>Recruiters /QMA</u>
Bowling Green	61,800	5,179	1	.011	.002
Boise	112,230	3,804	1	.013	.003
Casper	53,300	3,242	1	.007	.001
Columbus, Ohio	916,228	31,066	4	.018	.004
Atlanta	390,164	43,302	4	.014	.002
Omaha	540,142	17,588	4	.019	.004
Augusta	253,460	7,814	5	.018	.003
Dothan	61,400	6,392	5	.014	.002
Charleston, S.C.	303,849	8,458	5	.017	.003
Lansing	318,423	13,196	1	.026	.003
Knoxville	400,337	10,719	1	.022	.004
Binghamton	302,672	8,578	1	.025	.004
Denver	1,227,531	34,617	4	.020	.003
Kansas City	1,253,916	31,174	4	.019	.003
Albany	721,910	21,491	4	.012	.003
Louisville	826,553	22,716	4	.019	.004
Seattle	1,421,869	35,272	4	.020	.003
Portland	1,009,129	33,441	4	.018	.003
Valdosta	56,700	4,567	3	.013	.001
Baton Rouge	295,167	9,212	3	.015	.003
Shreveport	293,887	8,157	3	.021	.003
Altoona	135,356	3,261	1	.025	.003
Spokane	287,487	7,176	1	.025	.003
Yakima	144,971	4,905	1	.057	.003

DESIGN

Single Advertiser Market Triads

	<u>Air Force</u>	<u>Army</u>	<u>Marine Corps</u>	<u>Navy</u>
Test 1	Bowling Green	Columbus	Augusta	Lansing
Test 2	Boise	Atlanta	Dothan	Knoxville
Control	Casper	Omaha	Charleston, S.C.	Binghamton

Three Service Simultaneous Advertiser Market Triads

	<u>AF/A/MC</u>	<u>A/MC/N</u>	<u>MC/N/AF</u>	<u>N/AF/A</u>
Test 1	Denver	Louisville	Valdosta	Altoona
Test 2	Kansas City	Seattle	Baton Rouge	Spokane
Control	Albany	Portland	Shreveport	Yakima

NOTE: The specific counties comprising each SMSA are listed at the end of this section. Each of these counties is part of the official SMSA of market and is in the primary radio coverage area of that market. Any SMSA county in which an 80% share of the radio audience could not be obtained through use of "in market" stations has been excluded from the market definition.

COUNTIES INCLUDED IN TEST AND CONTROL MARKETSA. Single Service Advertiser - Air ForceTest I: Bowling Green, Kentucky

Warren, Butler, Edmonson, Logan, Barren

Test II: Boise, Idaho

Ada, Canyon

Control: Casper, Wyoming

Natrona

B. Single Service Advertiser - ArmyTest I: Columbus, Ohio

Delaware, Franklin, Pickaway

Test II: Atlanta, GeorgiaClayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett,
Henry, Paulding, RockdaleControl: Omaha, Nebraska

Pottawattamie, Douglas, Sarpy

C. Single Service Advertiser - Marine CorpsTest I: Augusta, Georgia

Columbia, Richmond, Aiken

COUNTIES INCLUDED IN TEST AND CONTROL MARKETS (CONTINUED)

Test II: Dothan, Alabama
Coffee, Dale, Houston

Control: Charleston, South Carolina
Berkeley, Charleston

D. Single Service Advertiser - Navy

Test I: Lansing, Michigan
Clinton, Eaton, Ingham

Test II: Knoxville, Tennessee
Anderson, Blount, Knox, Union

Control: Binghamton, New York
Broome, Tioga

E. Three Service Simultaneous: Air Force, Army, Marine Corps

Test I: Denver, Colorado
Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, Jefferson

Test II: Kansas City, Missouri
Johnson, Ka.; Wyandotte, Ka.; Clay, Jackson, Platte, Ka.

Control: Albany, Schenectady, Troy, New York
Albany, Rensselaer, Saratoga, Schenectady

COUNTIES INCLUDED IN TEST AND CONTROL MARKETS (CONTINUED)F. Three Service Simultaneous: Army, Marine Corps, NavyTest I: Louisville, Kentucky

Clark, Ind.; Floyd, Ind.; Bullitt, Jefferson, Oldham

Test II: Seattle-Everett, Washington

King, Snohomish

Control: Portland, Oregon

Clackamas, Multnomah, Washington, Or.; Clark, Wash.

G. Three Service Simultaneous: Marine Corps, Navy, Air ForceTest I: Valdosta, Georgia

Lowndes, Thomas, Grady

Test II: Baton Rouge, Louisiana

East Baton Rouge, West Baton Rouge

Control: Shreveport, Louisiana

Bossier, Caddo

H. Three Service Simultaneous: Navy, Air Force, ArmyTest I: Altoona, Pennsylvania

Blair

Test II: Spokane, Washington

Spokane

Control: Yakima, Washington

Yakima

D. The Consumer Survey

D. ARMED FORCES ADVERTISING SURVEY

- Wave I (The Base Wave) - 8/21/75 to 9/7/75
 - Wave II (The First Test Wave) - 10/11/75 to 11/1/75
 - Wave III (The Second Test Wave) - 12/11/75 to 12/30/75
- Sample Design
 - The Questionnaires Used (Wave I & II)¹

¹ Wave III Questionnaire is identical to Wave II.

SAMPLE DESIGN

The men interviewed for this study were a sample of males 17 to 24 years of age residing in telephone households, who completed less education than three years of college and who had no prior association of any kind with the military.

The number of interviews completed with qualified males in each phase of this research was:

Wave I	2098 - August 21 - September 7
Wave II	2182 - October 11 - November 1
Wave III	2185 - December 11 - December 30

Specific quotas of completed interviews were assigned to each of the twenty-four markets and counties according to the type of advertising scheduled for each military service in a particular marketing area (that is, whether the advertising was directed towards one service or towards three services).

All interviews were conducted on the telephone from the central WATS office in Valley Forge, Pennsylvania by interviewers employed by Valley Forge Information Service. Telephone calls were spread over a seven-day week during both daytime and evening hours on the specific dates previously stated.

SURVEY SAMPLE DESIGN

	Total Interviews		"Pre-Ad" Survey		"Post-Ad" Surveys				Total "Post Ad"	
	Test	Con-trol	Test	Con-trol	"6-7 Week" Survey		"13 Week" Survey		Test	Con-trol
Markets	2	1	2	1	2	1	2	1	2	1
Single Advertiser Markets	900	450	300	150	300	150	300	150	600	300
Three Service Simultaneous Markets	300	150	100	50	100	50	100	50	200	100
Individual Service in Three Simultaneous Ad Markets Combined	900	450	300	150	300	150	300	150	600	300
Total for Individual Service in All Four Markets	1,800	900	600	300	600	300	600	300	1,200	600
Net Total Interviews in 24 Markets	4,200	2,400	1,600	800	1,600	800	1,600	800	3,200	1,600

Estimated Tolerance:

For any variable which is approximately at the level of 10%, a 3 percentage point difference between test and control could be ascribed significance with 80% confidence for any cell where the sample size is 300 (test), 150 (control). Doubling sample size through cumulating both "Post Ad Samples," a 2.3 percentage point difference could be ascribed significance with 80% confidence.

A. Sample Design and Selection Procedures

The source and sampling procedures used for this study were recommended by Jerome D. Greene, President of MarketMath, Inc. The current Reuben H. Donnelley file of telephone households served as the master frame for the sample. The twenty-four markets and surrounding counties (specified by Haley-Joverholser and Associates) established the geographic boundaries for the population to be sampled. The Reuben H. Donnelley sample is "essentially a single-stage design." However, this sample design consists of two steps. The first procedural step was to segregate the counties designated from the master U.S. file of listed telephone households. Then, using all telephone listing households in the specified areas for which Donnelley carries a number, either 50 or 150 telephone listings, according to quota specified, served as the clusters for all three waves, and therefore was an assurance that the samples were precisely matched.

This systematic random pattern ensured that all telephone exchanges in the counties designated were properly represented in this draw (in single-advertiser markets 150 listings were drawn; in multi-advertiser markets only 50 listings were needed per market since each military service was advertised in various combinations of three markets).

The pure Donnelley samples are considered projectable to only listed telephone households within the geographic areas defined. Therefore,

in order to represent households with unlisted telephones in their proper proportion, the sample design incorporated a second stage -- the use of random digits. The original 2,400 listings drawn from all 24 markets were never dialed, but were considered a "start" point or cluster. Clusters were established by dropping the last three digits of each seven-digit number and replacing them with a series of 30 computer-generated random three-digit numbers for each wave of research. Ninety numbers in all were therefore generated for each of the 2,400 listed numbers drawn and this was initially considered adequate for the entire project.¹ Consequently, in each wave of the project, the identical 2,400 "start" numbers (first four digits) were used to which a series of three random numbers were added.

A specific quota of completed screening interviews was assigned to each "start" number series. Each group of thirty randomly-generated telephone numbers within a "start" number was expected to contain a certain percentage of working numbers, and therefore a certain number of screening interviews could be anticipated within each of these clusters. When such a cluster did not produce any working numbers at all from the thirty in the first wave of interviews, an additional

¹ This did not prove to be so. In some instances 30 random numbers was insufficient to yield a given quota of contacts. This can be partially or wholly explained by the fact that some telephone exchanges were from sparsely populated places or are newly assigned exchanges with few "working banks" or numbers.

thirty random numbers were added and dialed in an attempt to complete the quota in that cluster. Since this procedure was found to be extremely unproductive in the first wave, the rule for Wave 2 and Wave 3 was to confine dialings to thirty numbers per cluster. If these did not produce the quota of screening interviews, then the remaining number of screening interviews assigned to that cluster was redistributed proportionately among the productive clusters for that particular market area.

The number of screening interviews actually obtained from cluster to cluster varied virtually not at all (1 or 2 at most). However, the number of assigned screenings does vary considerably from market to market depending on the incidence of qualified respondents. The quota of screening interviews was equally distributed among all 2,400 "start" numbers, but was adjusted upwards when the overall incidence of qualifying males was lower than anticipated. The number of interviews conducted and completed with qualified persons was always allowed to float within the series of numbers dialed for any given "start" number -- that is to say, no quota of interviews with qualified people was predetermined. This procedure was designed so that the sample would be self-weighting.

A minimum of two dialings were made to every number considered a "working" number (that is, not a business number or non-existent number).

Up to six dialings were made to households in which there was a male 17 to 24 years of age having less than three years of college education. Callbacks were spread over the entire interviewing period, on different days of the week and at different times of the day and night in order to complete an interview, and thereby maximize the rate of response.

Sampling and call-back procedures were controlled by establishing four replications of 600 clusters ("start" numbers). Numbers in each of these replications were scheduled to be dialed on specific days and time of day.

B. Selection of Households and Individuals for Interviewing

All types of residences were permitted to be screened in an attempt to locate qualified males. That is to say, in addition to private dwelling units (family units), fraternity houses, college dormitories or any other group of individuals living together constituted a potential source of locating a male by age and education.

The questions on the screening questionnaire pertaining to age and education of males in the household were administered to the adult who answered the phone providing he/she was knowledgeable. Where there was

more than one 17 to 24 year old male with less than three years of college living in the household, all these potentially eligible males (up to a maximum of four)² were listed in order of oldest to youngest in order to determine which person was to be selected for the interview. The name on the last line with an "X" was chosen. A probability X'ing pattern, by using eight pre-printed random patterns with pre-determined frequencies on the questionnaire itself, gave equal probability of selection to each listed person. No substitutions were allowed regardless of his availability after successive callbacks.

If the pre-selected eligible respondent resided in that household and would be available before the final date of interviewing, at least five attempts (dialings) were made to those households to reach that person to complete the screening interview.

⁴ In the few residences where more than four potential males lived (e.g., dormitory), a different screening questionnaire was filled out for every four eligible males. The random selection process was then applied to each screening questionnaire as if the men lived in separate households. This occurred in a negligible number of interviews.

RATE OF INTERVIEW COMPLETION

Total Potentially Eligible
Households with males
17-24 having less than
three years of college.*

	<u>WAVE I</u>		<u>WAVE II</u>		<u>WAVE III</u>	
	2662	100%	2756	100%	2559	100%
Completed interviews	2098	78.8	2182	79.2	2185	85.4
Incomplete	50	1.9	7	.3	27	1.1

Military Association not
determined due to:

Refusals	317	11.9	207	7.5	289	11.3
Terminations during screening	12	.5	20	.7	5	.2
Disconnected phone on callback dialing	36	1.4	24	.9	35	1.4
Unable to contact (after minimum of 5 callbacks)	149	5.6	316	11.5	18	.7

* Includes only those who were reported available prior to the interviewing cut-off date.

PLANNED SERVICE TEST SAMPLE SIZE

<u>Time Period</u>	<u>Markets</u>	
	<u>Test</u>	<u>Control</u>
Base	600	300
Test	1200	600

CONFIDENCE INTERVALS

(80% LEVEL)

<u>%</u>	<u>Sample Size</u>		
	<u>300</u>	<u>600</u>	<u>1200</u>
	<u>+ %</u>	<u>+ %</u>	<u>+ %</u>
1/99	1.1	.8	.6
2/98	1.6	1.1	.8
5/95	2.5	1.7	1.2
10/90	3.4	2.4	1.7
20/80	4.5	3.2	2.3
30/70	5.2	3.7	2.6
40/60	5.5	3.9	2.8
50/50	5.6	4.0	2.8

THE QUESTIONNAIRE

VALLEY FORGE INFORMATION SERVICE
VALLEY FORGE, PENNSYLVANIA

ARMED FORCES ADVERTISING STUDY I

SCREENING QUESTIONNAIRE

August 1975

Job #1923 (5-7)
Wave 1 (8)-1
ID # (9-14)

07 MC/N/AF

ID # _____

Hello. My name is _____ of VALLEY FORGE INFORMATION SERVICE, in Pennsylvania, an independent research company. We are conducting a survey in your city to find out attitudes of young men towards future occupations. Your household has been chosen for this survey completely by chance. Any information you give us will be totally confidential. We don't need to know your name even though you help us in this survey ...

1. Are there any young men 17 to 24 years old who are members of this household and are home now or who will be home sometime between now and September 7th?

Yes ... 15-1 (CONTINUE WITH Q. 1a)

No ... 2 (TERMINATE AND RECORD AS NO MAN 17-24 ON CALL RECORD)

TIME STARTED

Not a Household

(DESCRIBE TYPE OF LIVING UNIT AND RETURN SCREENING TO SUPERVISOR. WRITE IN TELEPHONE NUMBER BELOW)

1a. How many? (CIRCLE NUMBER)

1 _____ 2 _____ 3 _____ 4 _____ 5 Or More (SPECIFY) _____ 16-

ASK Q. 2a & 2b ABOUT EACH MALE 17-24 SEPARATELY, STARTING WITH THE OLDEST UNDER MALE #1, NEXT OLDEST UNDER MALE #2, AND SO ON DOWN TO YOUNGEST. IF 5 OR MORE, RECORD OTHERS ON SEPARATE SCREENING.)

2a. How old is he? (How old is the oldest, next oldest, etc.?)

2b. What was the last grade of school he completed?

	Male #1 (Oldest)	Male #2	Male #3	Male #4 (Youngest)
Q. 2a AGE: _____	_____	_____	_____	_____
Q. 2b. Last Grade School Completed:				
Grade School or Less	1	1	1	1
High School:				
9th Grade	2	2	2	2
10th Grade	3	3	3	3
11th Grade	4	4	4	4
Completed High School	5	5	5	5
Special Training (Non-College)	6	6	6	6
College:				
1 year	7	7	7	7
2 years	8	8	8	8
3 years	9	9	9	9
4 years or more	0	0	0	0

IF NO MAN 17-24 WITH 2 YEARS COLLEGE OR LESS, (CODES 1-8),
CHECK HERE AND TERMINATE ()

IF ONLY ONE MAN WITH 2 YEARS COLLEGE OR LESS, ASK TO
INTERVIEW HIM AND PROCEED TO QUESTION 3a.

IF TWO OR MORE MEN WITH 2 YEARS COLLEGE OR LESS, COPY
THEIR AGES INTO SELECTION BOX BELOW.

LIST AGES OF ALL MEN WITH
2 YEARS COLLEGE OR LESS
BEGINNING WITH THE OLDEST:

AGE
1. _____ X
2. _____ X
3. _____
4. _____

INTERVIEW LAST MAN
LISTED WITH AN "X"
ON HIS LINE --
NO ONE ELSE

MAKE UP TO THREE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st Appointment: DATE: _____ TIME: _____ RESULT: _____
2nd Appointment: DATE: _____ TIME: _____ RESULT: _____
3rd Appointment: DATE: _____ TIME: _____ RESULT: _____

BE SURE YOU HAVE FILLED IN THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET
ON TOP OF THIS PAGE

CONTINUE INTERVIEW ONLY WITH QUALIFIED MALE 17 TO 24.

Hello...I'm _____, calling from Valley Forge Information Services, in Pennsylvania. We are conducting a survey to find out young men's attitudes towards future occupations and would like to have your opinion. Your household has been chosen completely by chance. Any information you give us is entirely confidential since we do not need your name if you complete this interview. Do you have about fifteen minutes to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age, please? (CIRCLE CODE FOR EXACT AGE.)

17 ... 1 18 ... 2 19 ... 3 20 ... 4
21 ... 5 22 ... 6 23 ... 7 24 ... 8 19-

Other Age: _____ (TERMINATE HERE)

3b. What was the name of the last school you attended?

3c. And also, what was the last grade you completed at this school?

Grade school (8th grade) or less	1	20-
9th Grade	2	
10th Grade	3	
11th Grade	4	
12th Grade (graduated high school)	5	
1 or 2 years special training in vocational or trade school	6	
1st year college (freshman)	7	
2nd year college (sophomore)	8	
3rd year college (Junior)	9	
4th year college or more	0	

TERMINATE HERE

3d. Now let's talk about your plans for the next few years ... what do you think you might be doing?

21-

22-

IF RESPONDENT REFERS TO MILITARY/ARMED SERVICES WITHOUT NAMING SPECIFIC SERVICE ASK Q. 3e; OTHERWISE SKIP TO Q. 4.

3e. Do you have any particular branch of the Armed Services in mind?

Yes ... (ASK Q. 3f) 1 23-
No ... (SKIP TO Q. 4) 2

3f. Which branch is that? (DO NOT READ)

Air Force 1 24-
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY) _____ 5

4. Now, I'm going to read you a list of several things which young men might consider while in their late teens or early twenties. For each one I'll read, please tell me if there is "some possibility" or "no possibility at all" that you might spend time doing that. READ ENTIRE LIST BEFORE ASKING Q.4a, STARTING WITH THE 1st STATEMENT.

FOR EACH "OCCUPATION" WHERE "SOME POSSIBILITY" IS ANSWER (CODE 1), ASK:

4a. You said there was "some possibility" that you might spend some time (NAME OCCUPATION). Would you be "very likely," "fairly likely" or "not very likely" to do that?

READ 1 st STATEMENT FIRST.	Q. 4		Q. 4a		
	SOME POSS.	NO POSS.	VERY LIKELY	FAIRLY LIKELY	NOT VERY LIKELY
() Working on construction jobs	(25) 1	2	(36) 3	2	1
(✓) Working in a business office	(26) 1	2	(37) 3	2	1
() Travelling around seeing the country	(27) 1	2	(38) 3	2	1
() Attending college or school full time	(28) 1	2	(39) 3	2	1
() Working in a factory	(29) 1	2	(40) 3	2	1
() Working in a laboratory or other technical job	(30) 1	2	(41) 3	2	1
() Working in a retail store	(31) 1	2	(42) 3	2	1
() Serving in any of the Armed Forces	(32) 1	2	(43) 3	2	1
() Being unemployed and job hunting	(33) 1	2	(44) 3	2	1
() Working in a civil service job	(34) 1	2	(45) 3	2	1
() Working on a farm	(35) 1	2	(46) 3	2	1

4b. Have you had any past military service including the National Guard, a paid college military program, or any of the Reserve Forces? (47-77)

Yes ... (ASK Q. 4c AND TERMINATE) ... 1
No ... (SKIP TO Q. 4d) ... 2

IF "YES," ASK:

4c. Which branch of the Armed Services was that? (DO NOT READ)

Air Force ... 3
Army ... 4
Marine Corps ... 5
Navy ... 6
Other (SPECIFY) ... 7

TERMINATE AND RECORD YOUR NAME AND DATE BELOW

IF "NO" TO Q. 4b, ASK:

4d. Are you now under any written obligation to serve in any of the armed services, including the National Guard, a paid college program, or any of the Reserve forces?

Yes ... (ASK Q. 4e AND TERMINATE) ... 1
No ... (CONTINUE ON LONG FORM) ... 2

IF "YES" TO Q. 4d, ASK:

4e. Which branch of the armed services is that? (DO NOT READ)

Air Force ... 3
Army ... 4
Marine Corps ... 5
Navy ... 6
Other (SPECIFY) ... 7

NOW TERMINATE AND RECORD YOUR NAME AND DATE BELOW

(80)-1

INTERVIEWER'S NAME:

DATE:

BE SURE YOU HAVE RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET ON PAGE 1

COMPLETE INTERVIEW ONLY IF QUALIFIED MALE HAS NO MILITARY ASSOCIATION
("NO" TO BOTH Q. 4b and 4d)

NOW LOOK BACK TO QUESTION 4:

IF RESPONDENT SAID "NO POSSIBILITY AT ALL"
OF SERVING IN THE ARMED FORCES, SKIP TO Q. 6

OR

ASK Q. 5 IF "SOME POSSIBILITY" OF
SERVING IN THE ARMED FORCES.

GROUP #
/

5. Just think for a moment about (NAME SERVICE MARKED #1). Is there any possibility at all that you would serve in this branch of the armed services? (REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED BEFORE ASKING Q. 5a)

5a (IF "YES" OR "DON'T KNOW" TO Q. 5 ASK-) Would you say you would be very likely, fairly likely, or not very likely to enter (NAME SERVICE)?

ASK IN
NUMERICAL
ORDER:

ASK IN NUMERICAL ORDER:		Q. 5a		
		VERY LIVELY	FAIRLY LIVELY	NOT VERY LIVELY
		Q. 5		
(3)	Air Force	(47) Yes, poss. . . . 1 Don't know . . . 2 No, not poss . . . 3	→ (51) 3 2	1
(4)	Army	(48) Yes, poss. . . . 1 Don't know . . . 2 No, not poss . . . 3	→ (52) 3 2	1
(2)	Marine Corps	(49) Yes, poss . . . 1 Don't know . . . 2 No, not poss . . . 3	→ (53) 3 2	1
(1)	Navy	(50) Yes, poss . . . 1 Don't know . . . 2 No, not poss . . . 3	→ (54) 3 2	1

6. Now, regardless of your own personal plans, I would like to know how you feel about the idea of enlistment in each armed service for the average young man of your age.

For the average young men of your age, do you think enlisting in the (NAME SERVICE MARKED #1) is an excellent idea, good idea, fair idea or poor idea?

(REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED AND REPEAT RATING SCALE AS NECESSARY)

ASK IN NUMERICAL
ORDER

		IDEA OF ENLISTING IS:			
		Excellent	Good	Fair	Poor
(3)	Air Force	55- 4	3	2	1
(4)	Army	56- 4	3	2	1
(2)	Marine Corps	57- 4	3	2	1
(1)	Navy	58- 4	3	2	1

7. Now I'd like to read you several statements. They may or may not apply to one or more of the armed services. After I read each statement, please tell me whether or not you think it applies to any of the armed services....The first statement is ... (NOW READ STATEMENT WITH RED "✓")

Do you think this statement applies to any of the Armed Services?

(CIRCLE CODE FOR "YES" OR "NO" BELOW; THEN ASK Q. 7a BEFORE READING NEXT STATEMENT. BE SURE TO READ ALL STATEMENTS)

IF "YES," ASK:

- 7a. To which service or services does it apply?
(CIRCLE ONE OR MORE ANSWERS)

(START HERE)	Q.7 Applies To Armed Services		Q. 7a Statement Applies To			
	Yes	No	Air Force	Army	Marine Corps	Navy
() Gives you an opportunity to better your life	15-	1 2	26- 1	2	3	4
() Trains you for leadership . .	16-	1 2	27- 1	2	3	4
() Teaches you a valuable trade.	17-	1 2	28- 1	2	3	4
() Gives you a college education while you serve	18-	1 2	29- 1	2	3	4
() Allows you to see many different countries of the world	19-	1 2	30- 1	2	3	4
() Allows you to have a family life	20-	1 2	31- 1	2	3	4
() Is a career you can be proud of	21-	1 2	32- 1	2	3	4
() Has other men you would like to work with	22-	1 2	33- 1	2	3	4
() Gives you the job you want .	23-	1 2	34- 1	2	3	4
() Gives you a job which is challenging	24-	1 2	35- 1	2	3	4
() Pays well to start	25-	1 2	36- 1	2	3	4

8a. During the past month, have you seen or heard any advertising for the Marine Corps, in particular?

(15)

Yes ... -1 → ASK Q. 8b
No ... -2 → GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Marine Corps during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8c)	a
Billboards? <i>Just?</i>	3 --(ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Marine Corps during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

_____ 17-
_____ 18-
_____ 19-
_____ 20-
_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-
_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8c, OTHERWISE SKIP TO Q. 8g.

- 8c. What do you recall hearing in the radio advertising for the Marine Corps in the past month?
(PROBE: What did it say? What else do you remember?)

24-

25-

26-

27-

28-

- 8f. What do you think was the main point this radio advertising was trying to get across? (PROBE: Can you be a little more specific?)

29-

30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE
OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard advertising for the Marine Corps in the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

31-

32-

33-

34-

35-

- 8h. What do you think was the main point this billboard advertising was trying to get across? (PROBE: Can you be a little more specific?)

36-

37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9
IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Navy, in particular?

(15)

Yes ... -1 →
No ... -2 →

ASK Q. 8b

GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Navy during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8c)	a
Billboards?	3 --(ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Navy during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

_____ 17-

_____ 18-

_____ 19-

_____ 20-

_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-

_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

- 8e. What do you recall hearing in the radio
advertising for the Navy
in the past month?
(PROBES: What did it say? What else do you remember?)

24-

25-

26-

27-

28-

- 8f. What do you think was the main point this radio advertising
was trying to get across? (PROBE: Can you be a little more specific?)

29-

30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE
OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard
advertising for the Navy
in the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

31-

32-

33-

34-

35-

- 8h. What do you think was the main point this billboard advertising
was trying to get across? (PROBE: Can you be a little more specific?)

36-

37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9
IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Air Force in particular?

(15)

Yes ... -1 →
No ... -2 →

ASK Q. 8b

GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Air Force during the past month? (READ LIST)

YES

NO

(16)

Television?	1	a
Radio?	2 -- (ASK Q. 8e)	a
Billboards?	3 -- (ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8c.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Air Force during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

17-

18-

19-

20-

21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

22-

23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

AD-A057 263

THOMPSON (J WALTER) CO WASHINGTON DC

F/G 5/9

A MEDIA MIX TEST OF PAID RADIO ADVERTISING FOR ARMED SERVICES R--ETC(U)

MAY 76 R E SCHUCKER

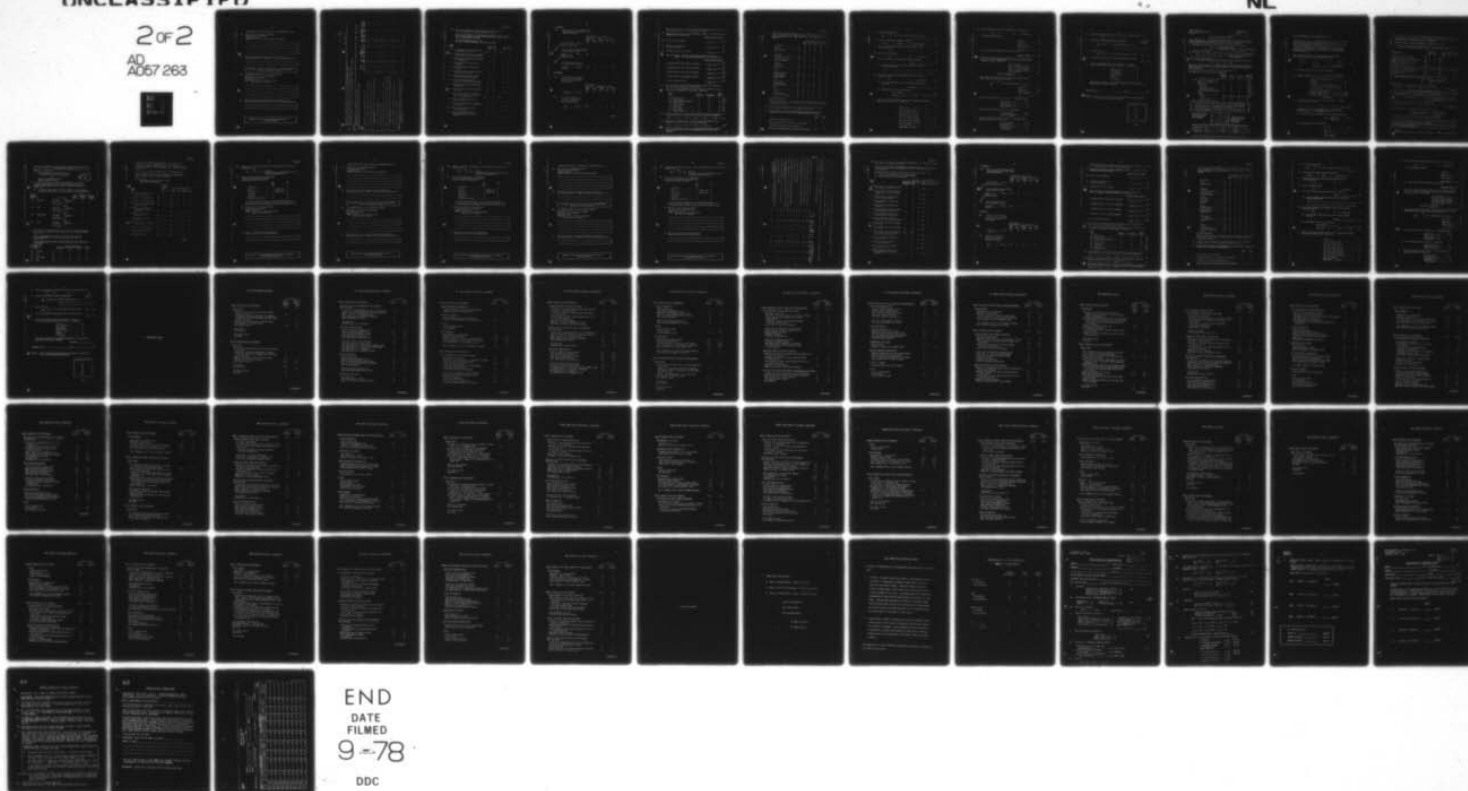
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UNCLASSIFIED

NL

2 OF 2

AD
A057 263

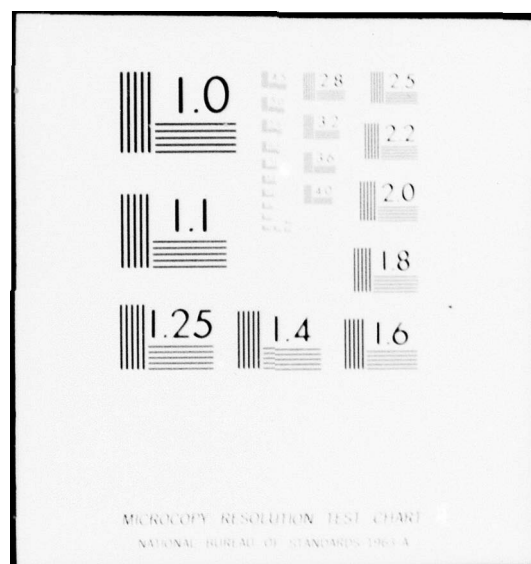


END

DATE
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DDC



IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

- 8e. What do you recall hearing in the radio
advertising for the Air Force
in the past month?
(PROBES: What did it say? What else do you remember?)

24-

25-

26-

27-

28-

- 8f. What do you think was the main point this radio advertising
was trying to get across? (PROBE: Can you be a little more specific?)

29-

30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE
OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard
advertising for the Air Force
in the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

31-

32-

33-

34-

35-

- 8h. What do you think was the main point this billboard advertising
was trying to get across? (PROBE: Can you be a little more specific?)

36-

37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9
IF NEXT PAGE IS WHITE

Start COT DUB (1-14)

9. How I would like to read you a few statements made by some of the armed services. As I read the statement, I will say the word "service" instead of the particular service or services who made the statement. The first statement ... (READ STATEMENT WITH THE RED "/")

9a. Do you recall any of the armed services making this statement? (CIRCLE CODE FOR "YES" OR "NO")

(IF "YES" TO Q. 9a, ASK) 9b. Which service or services made this statement? (CIRCLE ONE OR MORE ANSWERS)

ASK ALL:

9c. How interested are you in this statement I just read -- are you very interested, fairly interested, not very interested, or not at all interested? (CIRCLE CODE FOR APPROPRIATE RATING FOR EACH STATEMENT UNDER Q. 9c BELOW)

(REPEAT ALL APPROPRIATE QUESTIONS FOR EACH STATEMENT UNTIL ENTIRE LIST READ)

STATEMENT	Q. 9a		Q. 9b			Q. 9c	
	YES	NO	AIR FORCE	ARMY	NAVY	VERY FAIRLY INTERESTED	NOT AT ALL INTERESTED
1. The SERVICE can train you in one of more than 250 skills	15- 1	2	27-1	2	3	39-4	2
2. For 200 years the SERVICE has kept its ranks small and its standards high	16- 1	2	28-1	2	3	40-4	2
3. When you sign up for the SERVICE today, you can also sign up for Europe	17- 1	2	29-1	2	3	41-4	2
4. The SERVICE recruiter will tell you what career training you qualify for, even before you enlist	18- 1	2	30-1	2	3	42-4	2
5. Go for pride. See a SERVICE recruiter	19- 1	2	31-1	2	3	43-4	2
6. Join the people who join the SERVICE	20- 1	2	32-1	2	3	44-4	2
7. No other service offers more educational opportunities than the SERVICE	21- 1	2	33-1	2	3	45-4	2
8. Meet its challenge. Master its opportunity, live its adventure - in the SERVICE	22- 1	2	34-1	2	3	46-4	2
9. Further your education through the Community College of the SERVICE where you can learn while you earn	23- 1	2	35-1	2	3	47-4	2
10. If you qualify, the SERVICE will train you in one of 70 career fields	24- 1	2	36-1	2	3	48-4	2
11. Look up--be looked up to in the SERVICE	25- 1	2	37-1	2	3	49-4	2
12. There is a SERVICE education program called PERFECT AHEAD, which lets me earn my college credits while in the SERVICE with the SERVICE paying up to 75% of my tuition	26- 1	2	38-1	2	3	50-4	2

10a. Thank you for giving us your opinions about the advertising. Now I have some questions about things you yourself have done ...

Which of the following activities related to the military have you yourself done in the past five years? (READ LIST STARTING WITH ✓'d ITEM: DO NOT ASK Q. 10b UNTIL ENTIRE LIST READ)

FOR EACH STATEMENT CIRCLED "YES," ASK:

10b. Have you (READ STATEMENT) in the past three months?

START HERE	PAST 5 YRS.		PAST 3 MOS.	
	YES	NO	YES	NO
() Have you gone to a recruiting station and talked to a recruiter?	15- 1	a ✓	17- 1	a ✓
⊙ () Have you talked to a recruiter somewhere other than at a recruiting station? . .	2	a	2	a
() Have you heard a recruiter give a talk at your high school?	3	a	3	a
() Have you talked to a recruiter by telephone?	4	a	4	a
() Have you discussed enlistment with friends?	5	a	5	a
() Have you discussed relative benefits of each service with friends	6	a	6	a
() Have you discussed enlistment with friends already in the service?	7	a	7	a
() Have you talked with a guidance counselor at school about enlistment? .	8	a	8	a
() Have you talked with your Father about enlistment?	9	a	9	a
⊙ () Have you talked with your Mother about enlistment?	0	a	0	a
() Have you had at least one full year of ROTC in high school or college for one of the armed services?	16- 1	a	18- 1	a
() Have you inquired into entering a military college?	2	a	2	a
() Are you actually enrolled in a military college now?	3	a	3	a
(✓) Have you inquired into an Officer Candidate program?	4	a	4	a
() Have you taken an aptitude test in high school given by the armed services?	5	a	5	a

ASK EVERYONE:

10c. Have you received any mailing from the armed services during the past 3 months without requesting it?

IF "YES" TO 10c, d or e, ASK:
Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Received mailing (19) -1	20-1	-2	-3	-4	-x
--------------------------	------	----	----	----	----

Did not (SKIP TO 10f)	-2				
-----------------------	----	--	--	--	--

10d. Have you read any of these mailings during the past 3 months?

Read (21) -1	22-1	-2	-3	-4	-x
------------------------	------	----	----	----	----

Did not read (SKIP TO Q. 10f)	-2				
----------------------------------	----	--	--	--	--

10e. Have you responded to any of the armed services mailings?

Responded (23) -1	24-1	-2	-3	-4	-x
-----------------------------	------	----	----	----	----

Did not	-2				
-------------------	----	--	--	--	--

ASK EVERYONE:

10f. During the past 3 months have you called a toll free number which you saw in a service advertisement?

IF "YES" ASK:
Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Called (25) -1	26-1	-2	-3	-4	-x
--------------------------	------	----	----	----	----

Did Not Call	-2				
------------------------	----	--	--	--	--

10g. In the past 3 months have you sent in any magazine or newspaper coupon from a service advertisement?

Yes (27) -1	28-1	-2	-3	-4	-x
-----------------------	------	----	----	----	----

No	-2				
--------------	----	--	--	--	--

Now we would like to ask you about how much time you spend with radio and television. We're interested also in some of your likes and dislikes.

11a. About how many hours did you watch television ; (READ A, B, C AND WRITE IN SPACE NUMBER OF FULL OR PARTIAL HOURS)

HOURS WATCHED YESTERDAY

11a. Before 7:30 p.m. yesterday?

37-
38-
None ... 0

11b. What about from 7:30 p.m. to 11:00 p.m. yesterday?

39-
40-
None ... 0

11c. How about after 11 p.m. yesterday?

41-
42-
None ... 0

12. Next, about radio ... About how many hours did you listen to the radio: (READ Q. 12a THROUGH e AND WRITE IN EXACT FULL OR PARTIAL HOURS)

HOURS LISTENED YESTERDAY

a. Between 6:00 a.m. and 10:00 a.m. yesterday?

43-
44-
None ... 0

b. Between 10:00 a.m. and 3:00 p.m. yesterday?

45-
46-
None ... 0

c. Between 3:00 p.m. and 7:00 p.m. yesterday?

47-
48-
None ... 0

d. Between 7:00 p.m. and midnight yesterday?

49-
50-
None ... 0

e. After midnight last night?

51-
52-
None ... 0

12f. Some people prefer certain kinds of radio shows to others. We would like to know what types of programs you yourself listen to ...

For each type of radio program I mention, please tell me whether you listen to it regularly, occasionally, or almost never. (READ LIST)

START HERE		REGULARLY*	OCCASIONALLY	ALMOST NEVER	
()	News	1	2	3	53-
()	Rock and Roll	1	2	3	54- ✓
()	Rhythm & Blues	1	2	3	55- ✓
()	Country and Western Music	1	2	3	56-
()	Popular Music	1	2	3	57-
()	Classical Music	1	2	3	58-
()	Talk Shows	1	2	3	59-
()	Soul or Jazz	1	2	3	60-
()	Sports Events	1	2	3	61-
()	Religious Programs	1	2	3	62-

13a. Considering Monday through Friday of the last full week, on how many days out of those five did you, yourself, read or look into at least one newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 Five ... 5 63-

13b. What about the Sunday newspaper ... out of the past four Sundays, on how many did you, yourself, read or look into a Sunday paper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 64- ✓

13c. What about the magazine section -- out of the past four Sundays, on how many did you, yourself, read or look into the Magazine Section of the Sunday newspaper?

14. We would also like to know something about the magazines you read. For each magazine I name, please tell me how many issues out of the last four you have read or looked into, if any: (READ ENTIRE LIST. IF "NOT SURE," ASK FOR BEST ESTIMATE)

		OUT OF LAST FOUR ISSUES, READ:				
		NONE	ONE	TWO	THREE	FOUR
Car & Driver	15	0	1	2	3	4
Ebony	16	0	1	2	3	4
Esquire	17	0	1	2	3	4
Field & Stream	18	0	1	2	3	4
Jet	19	0	1	2	3	4
Letterman	20	0	1	2	3	4
Exploring	21	0	1	2	3	4
Mechanics Illustrated	22	0	1	2	3	4
Motor Trend	23	0	1	2	3	4
National Geographic	24	0	1	2	3	4
Newsweek	25	0	1	2	3	4
Car Craft	26	0	1	2	3	4
Outdoor Life	27	0	1	2	3	4
Penthouse	28	0	1	2	3	4
People	29	0	1	2	3	4
Hunting	30	0	1	2	3	4
Popular Mechanics	31	0	1	2	3	4
Popular Science	32	0	1	2	3	4
Reader's Digest	33	0	1	2	3	4
Road & Track	34	0	1	2	3	4
Sport	35	0	1	2	3	4
Sporting News	36	0	1	2	3	4
Sports Afield	37	0	1	2	3	4
Sports Illustrated	38	0	1	2	3	4
Flying	39	0	1	2	3	4
Time	40	0	1	2	3	4
Hot Rod	41	0	1	2	3	4
TV Guide	42	0	1	2	3	4
Senior Scholastic	43	0	1	2	3	4
U.S. News & World Report	44	0	1	2	3	4
Cycle	45	0	1	2	3	4

CLASSIFICATION SECTION

And now, some questions so that we may put to ether the answers of people with similar family characteristics. Remember that all the information you give us is completely confidential . . .

- A-1 Using one of the descriptions I read, please tell me the kind of household you live in now . . . (READ LIST. RECORD BELOW UNDER COL A-1)
- A-2 And in which of these types of households do you expect to be living in November of this year? (REPEAT LIST IF NECESSARY AND RECORD UNDER A-2)

A-1
46

A-2
47

With parents or guardian at home	1	1
Your own home where you are the head of the household	2	2
A dormitory or some other college building, or	3	3
Alone or with friends outside a dormitory type building*	4	4

B. Do you have any children?

48
Yes . . . 1 → ASK: How many children do you have?
No . . . 2

49-

C. Are you married, single, separated or divorced?

Married . . . 1 Single . . . 2 Separated/Divorced . . . 3 50-

D. Are you enrolled in some form of full-time education for the 1975-76 school year?

Yes . . . 1 No . . . 2 51-

E-1 Are you currently employed?

Yes . . . 1 No . . . 2 (SKIP TO F) 52-

E-2. About how many hours a week do you work at a paid job?

Hours: 53-
54-

E-3. At what occupation are you currently employed? (PROBE FOR INDUSTRY AND POSITION)

55-

F-1. Have you been unemployed, but looking for work at any time during the past two years?

Yes . . . 1 No . . . 2 (SKIP TO G) 56-

F-2. About how many months were you out of work, and also looking for work?

Months: 57-

F-3. What months were they and in what year?

SPECIFY MONTHS: 58-

CIRCLE YEAR: 1973 . . . 1 1974 . . . 2 1975 . . . 3 59-

G. Which of the following categories comes closest to your expected personal earnings before taxes in 1975? (READ LIST)

60

\$500 or less	1
More than \$500 to \$1,000	2
More than \$1,000 to \$2,500	3
More than \$2,500 to \$5,000	4
More than \$5,000 to \$7,500	5
More than \$7,500 to \$10,000	6
More than \$10,000 to \$15,000	7
More than \$15,000 to \$20,000	8
More than \$20,000	9
(DON'T READ) ... Refused	y

H-1. Has your father spent any time on active duty in the armed forces?

Yes . . . 1

No . . . 2 (SKIP TO 1)

61-

H-2. Which service was he in?

62-

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

Don't know 5

H-3. About how much time did he spend on active duty?

63-

(SPECIFY # YEARS)

64-

65-

I. Which of the following categories comes closest to your father's annual income? If he is no longer working, please indicate his income while he was still working. (READ LIST)

65

Less than \$5,000 1
More than \$5,000 to \$7,500 2
More than \$7,500 to \$10,000 3
More than \$10,000 to \$15,000 4
More than \$15,000 to \$20,000 5
More than \$20,000 6

DON'T READ -- [Don't Know x
Refused y

J. Do you have any close relatives or friends who have recently spent a year or more in any of the armed services?

66

Yes . . . 1
No . . . 2

Which service(s) were they in?

67

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

5

68-

K. Was your overall grade level in high school . . . (READ ENTIRE LIST)

Above average 68-1
Slightly above average -2
About average -3
Slightly below average -4
Below average -5

L. Was the educational program you were in . . . (READ LIST)

College preparatory 69-1
Commercial training, or -2
Industrial/vocational -3

M. Which of the following mathematics courses, if any, did you take and pass in high school? (READ LIST)

Elementary Algebra 70-1
Plane geometry -2
Intermediate Algebra -3
Trigonometry -4
None of Above -5

N. Did you take and pass any electricity or electronics courses in high school?

Yes . . . 71-1

No . . . 2

(72-79)

(80) 9

O. Did you have any military training in high school?

START CD 10

DUP (1-14)

Yes . . . 15-1

No . . . -2

Would you please describe it?

16-

17-

F. Do you own a car?

Yes . . . 18-1

No . . . -2

Does it have a radio that works?

Yes . . . 19-1

No . . . -2

Q. Do you own a portable battery-operated radio in working condition?

Yes . . . 20-1

No . . . -2

R. Just to be sure we are representing all groups in our survey,
please tell me whether you describe yourself as . . . (READ LIST)

Cuban	21-1
Mexican-American	-2
Puerto Rican	-3
Other Spanish	-4
American Indian	-5
Black	-6
Oriental, or	-7
White?	-8
Refused	-9

YOUR OPINIONS HAVE BEEN VERY HELPFUL AND I APPRECIATE THE TIME YOU TOOK TO
PARTICIPATE IN THIS SURVEY. THANK YOU.

INTERVIEWER'S NAME: _____

DATE: _____

22-

23-

IMPORTANT: HAVE YOU RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD FORM
ON PAGE 1 OF THE SCREENING QUESTIONNAIRE?

FOR OFFICE USE ONLY:

71-
72-
73-
74-
75-
76-
77-
78-
79

OMB # 22-S-75003
Valley Forge Information Service
October 1975

Resp. # (1-4)
Job # 980 (5-7)
Wave 2 8-2
ID # (9-13)

ARMED FORCES ADVERTISING STUDY II

Hello. My name is _____ of Valley Forge Information Service, an independent research company in Pennsylvania. We are conducting a survey in your city to find out attitudes of young men towards future occupations. (SPEAK TO ANY ADULT IN HOUSEHOLD.)

1. Are there any young men 17 to 24 years old who are members of this household?

Yes ... 14-1 (CONTINUE WITH Q. 1a)

No ... (TERMINATE AND ONLY RECORD "A" ON CALL RECORD SHEET.)

1a. How many? (CIRCLE NUMBER) 1 2 3 4 5 or more (SPECIFY) _____ 15-

1b. Is he/are they at home now or will he/they be home sometime between now and November 1st.

Yes ... 16-1 (GO TO Q. 2a) No ... 16-2 (TERMINATE AND RECORD AS "B" ON CALL RECORD SHEET)

ASK ONLY AFTER OCTOBER 12th:

1c. Has he/have they been living at home anytime since Saturday, October 11th?

Yes ... 16-3 No ... 16-4

(ASK Q. 2a & 2b ABOUT EACH MALE 17-24 SEPARATELY, STARTING WITH THE OLDEST UNDER MALE # 1, NEXT OLDEST UNDER MALE #2, AND SO ON DOWN TO YOUNGEST. IF 5 OR MORE, RECORD OTHERS ON SEPARATE SCREENER.)

2a. How old is he? (How old is the oldest, next oldest, etc.?)

2b. What was the last grade of school he completed?

	Male #1 (Oldest)	Male #2	Male #3	Male #4 (Youngest)
Q. 2a AGE: _____				
Q. 2b. Last Grade School Completed:				
Grade School or Less	1	1	1	1
High School:				
9th Grade	2	2	2	2
10th Grade	3	3	3	3
11th Grade	4	4	4	4
Completed High School . .	5	5	5	5
Special Training (Non-College)	6	6	6	6
College:				
1 year	7	7	7	7
2 years	8	8	8	8
3 years	9	9	9	9
4 years or more	0	0	0	0

E
L
I
G
I
B
L
E

CIRCLE THE STATEMENT WHICH APPLIES:

1. IF NO MAN 17-24 WITH 2 YEARS COLLEGE OR LESS, (CODES 1-8), TERMINATE.
2. IF ONLY ONE MAN WITH 2 YEARS COLLEGE OR LESS, ASK TO INTERVIEW HIM AND PROCEED TO QUESTION 3a -- DO NOT WRITE IN BOX BELOW.
3. IF TWO OR MORE MEN WITH 2 YEARS COLLEGE OR LESS, COPY THEIR AGES INTO SELECTION BOX BELOW.

17-

LIST AGES OF ALL MEN
WITH 2 YEARS COLLEGE
OR LESS BEGINNING
WITH THE OLDEST:

AGE
1. _____ X
2. _____ X
3. _____ X
4. _____ X

INTERVIEW LAST MAN
LISTED WITH AN "X"
ON HIS LINE --
NO ONE ELSE

18-

MAKE UP TO FIVE CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH MALE SELECTED

1st Appointment: DATE: _____ TIME: _____ RESULT: _____
2nd Appointment: DATE: _____ TIME: _____ RESULT: _____
3rd Appointment: DATE: _____ TIME: _____ RESULT: _____

BE SURE YOU HAVE FILLED IN THE IDENTIFICATION NUMBER FROM THE CALL RECORD SHEET

CONTINUE INTERVIEW ONLY WITH QUALIFIED MALE 17 TO 24.

Hello...I'm _____, calling from Valley Forge Information Services, in Pennsylvania. We are conducting a survey to find out young men's attitudes towards future occupations and would like to have your opinion. Your household has been chosen completely by chance. Any information you give us is entirely confidential since we do not need your name if you complete this interview. Do you have about fifteen minutes to be interviewed now on this survey? (IF NOT, REQUEST SPECIFIC APPOINTMENT AND RECORD ON PAGE 1.)

3a. First of all, just to be sure I am interviewing the right person, what is your age, please? (CIRCLE CODE FOR EXACT AGE.)

17 ... 1 18 ... 2 19 ... 3 20 ... 4
21 ... 5 22 ... 6 23 ... 7 24 ... 8 19-
Other Age: _____ (TERMINATE HERE)

3b. What was the name of the last school you attended?

3c. And also, what was the last grade you completed at this school?

Grade school (8th grade) or less	1	20-
9th Grade	2	
10th Grade	3	
11th Grade	4	
12th Grade (graduated high school)	5	
1 or 2 years special training in vocational or trade school	6	
1st year college (freshman)	7	
2nd year college (sophomore)	8	
3rd year college (Junior)	9	
4th year college or more	0	

↓
TERMINATE HERE

3d. Now let's talk about your plans for the next few years ... what do you think you might be doing?

21-

22-

IF RESPONDENT REFERS TO MILITARY/ARMED SERVICES WITHOUT NAMING SPECIFIC SERVICE ASK Q. 3e; OTHERWISE SKIP TO Q. 4.

3e. Do you have any particular branch of the Armed Services in mind?

Yes ... (ASK Q. 3f) ... 1 23-
No ... (SKIP TO Q. 4) ... 2

3f. Which branch is that? (DO NOT READ)

Air Force ... 1 24-
Army ... 2
Marine Corps ... 3
Navy ... 4
Other (SPECIFY)

4. Now, I'm going to read you a list of several things which young men might consider while in their late teens or early twenties. For each one I read, please tell me if there is "some possibility" or "no possibility at all" that you might spend time doing that. READ ENTIRE LIST BEFORE ASKING Q. 4a, STARTING WITH THE ✓'d STATEMENT.

FOR EACH "OCCUPATION" WHERE "SOME POSSIBILITY" IS ANSWER (CODE 1), ASK:

- 4a. You said there was "some possibility" that you might spend some time (NAME OCCUPATION). Would you be "very likely," "fairly likely" or "not very likely" to do that?

READ ✓'d
STATEMENT FIRST

	Q. 4		Q. 4a		
	SOME POSS.	NO POSS.	VERY LIKELY	FAIRLY LIKELY	NOT VERY LIKELY
<input type="checkbox"/> Working on construction jobs	(25) 1	2	(36) 3	2	1
<input type="checkbox"/> Working in a business office	(26) 1	2	(37) 3	2	1
<input type="checkbox"/> Travelling around seeing the country	(27) 1	2	(38) 3	2	1
<input type="checkbox"/> Attending college or school full time	(28) 1	2	(39) 3	2	1
<input checked="" type="checkbox"/> Working in a factory	(29) 1	2	(40) 3	2	1
<input type="checkbox"/> Working in a laboratory or other technical job	(30) 1	2	(41) 3	2	1
<input checked="" type="checkbox"/> Working in a retail store	(31) 1	2	(42) 3	2	1
<input type="checkbox"/> Serving in any of the Armed Forces	(32) 1	2	(43) 3	2	1
<input type="checkbox"/> Being unemployed and job hunting	(33) 1	2	(44) 3	2	1
<input type="checkbox"/> Working in a civil service job	(34) 1	2	(45) 3	2	1
<input type="checkbox"/> Working on a farm	(35) 1	2	(46) 3	2	1

- 4b. Have you had any past military service including the National Guard, a paid college military program, or any of the Reserve Forces? (47-77)

Yes ... (ASK Q. 4c AND TERMINATE) . . . 1
No ... (SKIP TO Q. 4d) 2

IF "YES," ASK:

- 4c. Which branch of the Armed Services was that? (DO NOT READ)

Air Force ... 3 Army ... 4 Marine Corps ... 5 Navy ... 6 Other _____ 7
(SPECIFY)

TERMINATE AND RECORD YOUR NAME AND DATE BELOW

- 4d. Are you now under any written obligation to serve in any of the armed services, including the National Guard, a paid college program, or any of the Reserve forces?

☒ Yes ... 79-1 (ASK REMAINDER OF Q. 4) ☐ No ... -2 THIS IS AN ELIGIBLE RESPONDENT - GO TO LONG FORM

- 4e. Which branch of the armed services is that? (DO NOT READ)

Air Force ... 79-3 Army ... 4 Marine Corps ... 5 Navy ... 6 Other _____
(SPECIFY)

- 4f. Had you signed up to serve before September 8th of this year?

Yes, before September 8th ... 79-8 [NOT ELIGIBLE]
No, after September 8th -9 [ELIGIBLE]

- 4g. On approximately what date did you sign up? (SPECIFY DAY AND MONTH)

ALL WHO SIGNED UP AFTER SEPTEMBER 8th, GO TO LONG FORM.

TERMINATE IF SIGNED UP BEFORE SEPTEMBER 8th. RECORD YOUR NAME AND DATE BELOW. BE SURE TO PUT ID NUMBER ON TOP OF PAGE 1.

INTERVIEWER: _____ DATE: _____

COMPLETE INTERVIEW ONLY IF QUALIFIED MALE HAS NO MILITARY ASSOCIATION
("FO" TO ECTH Q. 4b and 4d)

NOW LOOK BACK TO QUESTION 4:

IF RESPONDENT SAID "NO POSSIBILITY AT ALL"
OF SERVING IN THE ARMED FORCES, SKIP TO Q. 6

OR

ASK Q. 5 IF "SOME POSSIBILITY" OF
SERVING IN THE ARMED FORCES.

GROUP 8

7

5. Just think for a moment about (NAME SERVICE MARKED #1). Is there any possibility at all that you would serve in this branch of the armed services? (REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED BEFORE ASKING Q. 5a)

5a. (IF "YES" OR "DON'T KNOW" TO Q. 5 ASK:) Would you say you would be very likely, fairly likely, or not very likely to enter (NAME SERVICE)?

ASK IN
NUMERICAL
ORDER:

		Q. 5		Q. 5a		
				VERY LIKELY	FAIRLY LIKELY	NOT VERY LIKELY
		(47)				
(2)	Air Force	Yes, poss. . . . 1	} (51)	3	2	1
		Don't know . . . 2				
		No, not poss . . 3				
		(48)				
(4)	Army	Yes, poss. . . . 1	} (52)	3	2	1
		Don't know . . . 2				
		No, not poss . . 3				
		(49)				
(3)	Marine Corps	Yes, poss. . . . 1	} (53)	3	2	1
		Don't know . . . 2				
		No, not poss . . 3				
		(50)				
(1)	Navy	Yes, poss. . . . 1	} (54)	3	2	1
		Don't know . . . 2				
		No, not poss . . 3				

6. Now, regardless of your own personal plans, I would like to know how you feel about the idea of enlistment in each armed service for the average young man of your age.

For the average young men of your age, do you think enlisting in the (NAME SERVICE MARKED #1) is an excellent idea, good idea, fair idea or poor idea?

(REPEAT QUESTION FOR ALL BRANCHES IN ORDER SPECIFIED AND REPEAT RATING SCALE AS NECESSARY)

ASK IN NUMERICAL
ORDER

		IDEA OF ENLISTING IS:			
		Excellent	Good	Fair	Poor
(2)	Air Force	55- 4	3	2	1
(4)	Army	56- 4	3	2	1
(3)	Marine Corps	57- 4	3	2	1
(1)	Navy	58- 4	3	2	1

7. Now I'd like to read you several statements. They may or may not apply to one or more of the armed services. After I read each statement, please tell me whether or not you think it applies to any of the armed services....The first statement is ... (NOW READ STATEMENT WITH RED "/>")

Do you think this statement applies to any of the Armed Services?

(CIRCLE CODE FOR "YES" OR "NO" BELOW; THEN ASK Q. 7a BEFORE READING NEXT STATEMENT. BE SURE TO READ ALL STATEMENTS)

IF "YES," ASK:

7a. To which service or services does it apply?
(CIRCLE ONE OR MORE ANSWERS)

(START HERE)	Q. 7 Applies To Armed Services		Q. 7a Statement Applies To			
	Yes	No	Air Force Army Marine Corps Navy			
			Force	Army	Corps	Navy
() Gives you an opportunity to better your life	15-	1 2	26- 1	2	3	4
() Trains you for leadership	16-	1 2	27- 1	2	3	4
() Teaches you a valuable trade.	17-	1 2	28- 1	2	3	4
() Gives you a college education while you serve	18-	1 2	29- 1	2	3	4
() Allows you to see many different countries of the world	19-	1 2	30- 1	2	3	4
() Allows you to have a family life	20-	1 2	31- 1	2	3	4
() Is a career you can be proud of	21-	1 2	32- 1	2	3	4
() Has other men you would like to work with	22-	1 2	33- 1	2	3	4
() Gives you the job you want	23-	1 2	34- 1	2	3	4
() Gives you a job which is challenging	24-	1 2	35- 1	2	3	4
() Pays well to start	25-	1 2	36- 1	2	3	4

8a. During the past month, have you seen or heard any advertising for the Navy, in particular?

(15)

Yes ... -1 → ASK Q. 8b
No ... -2 → GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Navy during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8c)	a
Billboards?	3 --(ASK Q. 8c)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8e.

IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Navy during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

17-
18-
19-
20-
21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

22-
23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8c; OTHERWISE SKIP TO Q. 8g.

- 8c. What do you recall hearing in the radio
advertising for the Navy
in the past month?
(PROBES: What did it say? What else do you remember?)

24-

25-

26-

27-

28-

- 8f. What do you think was the main point this radio advertising
was trying to get across? (PROBE: Can you be a little more specific?)

29-

30-

IF BILLBOARD CHECKED "NO" IN Q. 8b; GO TO Q. 8a FOR NEXT SERVICE
OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard
advertising for the Navy
in the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

31-

32-

33-

34-

35-

- 8h. What do you think was the main point this billboard advertising
was trying to get across? (PROBE: Can you be a little more specific?)

36-

37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9
IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Air Force in particular?

(15)

Yes ... -1 → ASK Q. 8b
No ... -2 → GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8.

8b. In which of the following do you recall seeing or hearing the advertising for the Air Force during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 -- (ASK Q. 8c)	a
Billboards?	3 -- (ASK Q. 8g)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8c.
IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Air Force during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

_____ 17-
_____ 18-
_____ 19-
_____ 20-
_____ 21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

_____ 22-
_____ 23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

IF RADIO CHECKED "YES" IN Q. 8b, ASK Q. 8e; OTHERWISE SKIP TO Q. 8g.

- 8e. What do you recall hearing in the radio
advertising for the Air Force
in the past month?
(PROBE: What did it say? What else do you remember?)

24-

25-

26-

27-

28-

- 8f. What do you think was the main point this radio advertising
was trying to get across? (PROBE: Can you be a little more specific?)

29-

30-

IF BILLBOARD CHECKED "NO" IN Q. 8b, GO TO Q. 8a FOR NEXT SERVICE
OR TO Q. 9 IF NEXT PAGE IS WHITE

- 8g. IF BILLBOARDS CHECKED "YES" IN Q. 8b, ASK Q. 8g & 8h.

What do you recall seeing in the billboard
advertising for the Air Force
in the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

31-

32-

33-

34-

35-

- 8h. What do you think was the main point this billboard advertising
was trying to get across? (PROBE: Can you be a little more specific?)

36-

37-

NOW GO TO Q. 8a FOR NEXT COLOR/SERVICE PAGE, OR TO Q. 9
IF NEXT PAGE IS WHITE

8a. During the past month, have you seen or heard any advertising for the Marine Corps, in particular?

(15)

Yes ... -1 → ASK Q. 8b
No ... -2 → GO TO NEXT COLOR Q. 8 SERVICE PAGE, OR TO Q. 9
IF THIS IS LAST COLOR FOR Q. 8

8b. In which of the following do you recall seeing or hearing the advertising for the Marine Corps during the past month? (READ LIST)

	YES	NO
	(16)	
Television?	1	a
Radio?	2 --(ASK Q. 8c)	a
Billboards?	3 --(ASK Q. 8c)	a
Newspapers?	4	a
Magazines?	5	a
Mailings to your home?	6	a

IF RADIO OR BILLBOARD REMEMBERED, SKIP TO INSTRUCTIONS BEFORE Q. 8c.
IF NEITHER RADIO NOR BILLBOARD CHECKED "YES" IN Q. 8b, ASK Q. 8c & 8d:

8c. What do you recall seeing or hearing in the advertising for the Marine Corps during the past month?
(PROBE: What did it say? What did it show?
What else do you remember?)

17-

18-

19-

20-

21-

8d. What was the main point of this advertising?
(PROBE: Can you be a little more specific?)

22-

23-

NOW GO TO Q. 8a NEXT COLOR/SERVICE PAGE (OR TO Q. 9 IF THIS IS
LAST COLOR SECTION FOR Q. 8)

Now I would like to test your knowledge. Which way do you not have been made by some of the armed services. As I read the statement, I will say the word "Service" instead of the word "Service" or "The word did the statement. The first statement is "I read the statement with the word " ")

9a. Do you recall any of the word "Service" making this statement? (Circle one of "YES" or "NO")

(If "YES" to Q. 9a, ask Q. 9b. Which service or services made this statement? (Circle one of "A" or "B")

ASK ALL (WHETHER "YES" OR "NO" TO Q. 9a):

9b. How interested are you in this statement I just read -- are you very interested, fairly interested, not very interested, or not at all interested? (Circle one of "A" or "B")

(REPEAT ALL APPROPRIATE QUESTIONS FOR EACH STATEMENT UNTIL ENTIRE LIST READ)

STATEMENT	Q. 9a		Q. 9b					ASK EVERYONE Q. 9c:		
	YES	NO	AIR FORCE	ARMY	NAVY	COAST GUARD	DK	VERY INTERESTED	FAIRLY INTERESTED	NOT VERY INTERESTED
1. The SERVICE can train you in one of more than 250 skills	1	2	27-1	2	3	4	5	39-4	3	2
2. For 200 years the SERVICE has kept its rank small and its standards high	1	2	28-1	2	3	4	5	40-4	3	2
3. When you sign up for the SERVICE today, you can also sign up for Europe	1	2	29-1	2	3	4	5	41-4	3	2
4. The SERVICE recruiter will tell you that career training you qualify for, even before you enlist	1	2	30-1	2	3	4	5	42-3	3	2
5. Go for pride. See a SERVICE recruiter	1	2	31-1	2	3	4	5	43-4	3	2
6. Join the people who join the SERVICE	1	2	32-1	2	3	4	5	44-4	3	2
7. No other service offers more educational opportunities than the SERVICE	1	2	33-1	2	3	4	5	45-4	3	2
8. Meet its challenge, master its opportunity, live its adventure -- in the SERVICE. 22-	1	2	34-1	2	3	4	5	46-4	3	2
9. Further your education through the Community College of the SERVICE where you can learn while you earn	1	2	35-1	2	3	4	5	47-4	3	2
10. If you qualify, the SERVICE will train you in one of 70 career fields	1	2	36-1	2	3	4	5	48-4	3	2
11. Look up--be looked up to in the SERVICE	1	2	37-1	2	3	4	5	49-4	3	2
12. There is a SERVICE education program called PROJECT AHEAD, which lets me earn my college credits while in the SERVICE with the SERVICE pay.	1	2	38-1	2	3	4	5	50-4	3	2

10a. Thank you for giving us your opinions about the advertising. Now I have some questions about things you, yourself, have done ...

Which of the following activities related to the military have you, yourself, done in the past five years? (READ LIST STARTING WITH ✓'D ITEM: DO NOT ASK Q. 10b UNTIL ENTIRE LIST READ)

FOR EACH DONE IN PAST 5 YEARS, ASK Q. 10b (AND Q. 10c IF "YES" TO PAST 3 MOS.)

10b. Have you (READ STATEMENT) in the past three months?

10c. For which service or services was that?

START HERE	10a. DID IN PAST 5 YRS. (15)	10b. DID IN PAST 3 MOS.		10c. WHICH SERVICE OR SERVICES			
		YES	NO	AIR FORCE	ARMY	MARINE CORPS	NAVY
		(16)	(17)				
(✓) Have you gone to a recruiting station and talked to a recruiter?	1	1	a	19-1	2	3	4
() Have you talked to a recruiter somewhere other than at a recruiting station?	2	2	a	20-1	2	3	4
() Have you heard a recruiter give a talk at your high school?	3	3	a	21-1	2	3	4
() Have you talked to a recruiter by telephone?	4	4	a	22-1	2	3	4
() Have you discussed enlistment with friends?	5	5	a	23-1	2	3	4
() Have you discussed relative benefits of each service with friends	6	6	a	24-1	2	3	4
() Have you discussed enlistment with friends already in the service?	7	7	a	25-1	2	3	4
() Have you talked with a guidance counselor at school about enlistment?	8	8	a	26-1	2	3	4
() Have you talked with your Father about enlistment?	9	9	a	27-1	2	3	4
() Have you talked with your Mother about enlistment?	0	0	a	28-1	2	3	4
() Have you had at least one full year of ROTC in high school or college for one of the armed services?	(16) 1	(18) 1	a	29-1	2	3	4
() Have you inquired into entering a military college?	2	2	a	30-1	2	3	4
() Are you actually enrolled in a military college now?	3	3	a	31-1	2	3	4
() Have you inquired into an Officer Candidate program?	4	4	a	32-1	2	3	4
() Have you taken an aptitude test in high school given by the armed services?	5	5	a	33-1	2	3	4

ASK EVERYONE:

10c. Have you received any mailing from the armed services during the past 3 months without requesting it?

IF "YES" TO 10c, d OR e, ASK:

Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Received mailing (34) -1	35-1	-2	-3	-4	-x
Did not (SKIP TO 10f) -2					

10d. Have you read any of these mailings during the past 3 months?

Read (36) -1	37-1	-2	-3	-4	-x
Did not read (SKIP TO Q. 10f) -2					

10e. Have you responded to any of the armed services mailings?

Responded (38) -1	39-1	-2	-3	-4	-x
Did not -2					

ASK EVERYONE:

10f. During the past 3 months have you called a toll free number which you saw in a service advertisement?

IF "YES" ASK:

Which service or services was that?

AIR FORCE	ARMY	MARINE CORPS	NAVY	DON'T KNOW
--------------	------	-----------------	------	---------------

Called (40) -1	41-1	-2	-3	-4	-x
Did Not Call . -2					

10g. In the past 3 months have you sent in any magazine or newspaper coupon from a service advertisement?

Yes (42) -1	43-1	-2	-3	-4	-x
No -2					

Now we would like to ask you about how much time you spend with radio and television. We're interested also in some of your likes and dislikes.

11. About how many hours did you watch television: (READ A, B, C AND WRITE IN SPACE NUMBER OF FULL OR PARTIAL HOURS)

	# HOURS WATCHED YESTERDAY	
11a. Before 7:30 p.m. yesterday?	None ... 0	45-
11b. What about from 7:30 p.m. to 11:00 p.m. yesterday?	None ... 0	46- 47-
11c. How about after 11 p.m. yesterday?	None ... 0	48- 49-

12. Next, about radio ... About how many hours did you listen to the radio: (READ Q. 12a THROUGH e AND WRITE IN EXACT FULL OR PARTIAL HOURS)

	# HOURS LISTENED YESTERDAY	
a. Between 6:00 a.m. and 10:00 a.m. yesterday?	None ... 0	50- 51-
b. Between 10:00 a.m. and 3:00 p.m. yesterday?	None ... 0	52- 53-
c. Between 3:00 p.m. and 7:00 p.m. yesterday?	None ... 0	54- 55-
d. Between 7:00 p.m. and midnight yesterday?	None ... 0	56- 57-
e. After midnight last night?	None ... 0	58- 59-

- 12f. Some people prefer certain kinds of radio shows to others. We would like to know what types of programs you yourself listen to ...

- For each type of radio program I mention, please tell me whether you listen to it regularly, occasionally, or almost never. (READ LIST)

START HERE		REGULARLY	OCCASIONALLY	ALMOST NEVER	
<input type="checkbox"/>	News	1	2	3	60-
<input type="checkbox"/>	Rock and Roll	1	2	3	61-
<input checked="" type="checkbox"/>	Rhythm & Blues	1	2	3	62-
<input type="checkbox"/>	Country and Western Music	1	2	3	63-
<input type="checkbox"/>	Popular Music	1	2	3	64-
<input type="checkbox"/>	Classical Music	1	2	3	65-
<input type="checkbox"/>	Talk Shows	1	2	3	66-
<input type="checkbox"/>	Soul or Jazz	1	2	3	67-
<input type="checkbox"/>	Sports Events	1	2	3	68-
<input type="checkbox"/>	Religious Programs	1	2	3	69-

- 13a. Considering Monday through Friday of the last full week, on how many days out of those five did you, yourself, read or look into at least one newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 Five ... 5 70-

- 13b. What about the Sunday newspaper ... out of the past four Sundays, on how many did you, yourself, read or look into a Sunday paper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 71-

- 13c. What about the magazine section -- out of the past four Sundays, on how many did you, yourself, read or look into the Magazine Section of the Sunday newspaper?

None ... 0 One ... 1 Two ... 2 Three ... 3 Four ... 4 72-

14. We would also like to know something about the magazines you read. For each magazine I name, please tell me how many issues out of the last four you have read or looked into, if any: (READ ENTIRE LIST. IF "NOT SURE," ASK FOR BEST ESTIMATE)

		OUT OF LAST FOUR ISSUES, READ:				
		NONE	ONE	TWO	THREE	FOUR
Car & Driver	15	0	1	2	3	4
Ebony	16	0	1	2	3	4
Esquire	17	0	1	2	3	4
Field & Stream	18	0	1	2	3	4
Jet	19	0	1	2	3	4
Letterman	20	0	1	2	3	4
Exploring	21	0	1	2	3	4
Mechanics Illustrated	22	0	1	2	3	4
Motor Trend	23	0	1	2	3	4
National Geographic	24	0	1	2	3	4
Newsweek	25	0	1	2	3	4
Car Craft	26	0	1	2	3	4
Outdoor Life	27	0	1	2	3	4
Penthouse	28	0	1	2	3	4
People	29	0	1	2	3	4
Hunting	30	0	1	2	3	4
Popular Mechanics	31	0	1	2	3	4
Popular Science	32	0	1	2	3	4
Reader's Digest	33	0	1	2	3	4
Road & Track	34	0	1	2	3	4
Sport	35	0	1	2	3	4
Sporting News	36	0	1	2	3	4
Sports Afield	37	0	1	2	3	4
Sports Illustrated	38	0	1	2	3	4
Flying	39	0	1	2	3	4
Time	40	0	1	2	3	4
Hot Rod	41	0	1	2	3	4
TV Guide	42	0	1	2	3	4
Senior Scholastic	43	0	1	2	3	4
U.S. News & World Report	44	0	1	2	3	4
Cycle	45	0	1	2	3	4

CLASSIFICATION SECTION

And now, some questions so that we may put to ether the answers of people with similar family characteristics. Remember that all the information you give us is completely confidential ...

- A-1 Using one of the descriptions I read, please tell me the kind of household you live in now ... (READ LIST. RECORD BELOW UNDER COL A-1)
- A-2 And in which of these types of households were you living in August of this year? (REPEAT LIST IF NECESSARY AND RECORD UNDER A-2)

	A-1 46	A-2 47
With parents or guardian at home	1	1
Your own home where you are the head of the household	2	2
A dormitory or some other college building, or	3	3
Alone or with friends outside a dormitory type building*	4	4

- B. Do you have any children?
 48
 Yes . . . 1 → ASK: How many children do you have?
 No . . . 2 _____ 45
- C. Are you married, single, separated or divorced?
 Married . . . 1 Single . . . 2 Separated/Divorced . . . 3 50
- D. Are you enrolled in some form of full-time education for the
 1975-76 school year?
 Yes . . . 1 No . . . 2 51
- E-1 Are you currently employed?
 Yes . . . 1 No . . . 2 (SKIP TO F) 52
- E-2. About how many hours a week do you work at a paid job?
 # Hours: _____ 53
 54
- E-3. At what occupation are you currently employed? (PROBE FOR
 INDUSTRY AND POSITION)
 _____ 55

- F-1. Have you been unemployed, but looking for work at any time during
 the past two years?
 Yes . . . 1 No . . . 2 (SKIP TO G) 56-
- F-2. About how many months were you out of work, and also looking
 for work?
 # Months: _____ 57-
- F-3. What months were they and in what year?
 SPECIFY MONTHS: _____ 58-
- CIRCLE YEAR: 1973 . . . 1 1974 . . . 2 1975 . . . 3 59-
- G. Which of the following categories comes closest to your expected personal
 earnings before taxes in 1975? (READ LIST)
 60
- | | |
|--|---|
| \$500 or less | 1 |
| More than \$500 to \$1,000 | 2 |
| More than \$1,000 to \$2,500 | 3 |
| More than \$2,500 to \$5,000 | 4 |
| More than \$5,000 to \$7,500 | 5 |
| More than \$7,500 to \$10,000 | 6 |
| More than \$10,000 to \$15,000 | 7 |
| More than \$15,000 to \$20,000 | 8 |
| More than \$20,000 | 9 |
| (DON'T READ) ... Refused | y |

H-1. Has your father spent any time on active duty in the armed forces?

Yes . . . 1

No . . . 2 (SKIP TO 1)

6

H-2. Which service was he in?

62

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

Don't know x

H-3. About how much time did he spend on active duty?

(SPECIFY # YEARS) 6

I. Which of the following categories comes closest to your father's annual income? If he is no longer working, please indicate his income while he was still working. (READ LIST)

65

Less than \$5,000 1
More than \$5,000 to \$7,500 2
More than \$7,500 to \$10,000 3
More than \$10,000 to \$15,000 4
More than \$15,000 to \$20,000 5
More than \$20,000 6

DON'T READ -- [Don't Know x
Refused y

J. Do you have any close relatives other than your father or friends who have recently spent a year or more in any of the armed services?

66

Yes . . . 1
No . . . 2

→ Which service(s) were they in?

67

Air Force 1
Army 2
Marine Corps 3
Navy 4
Other (SPECIFY)

5

K. Was your overall grade level in high school ... (READ ENTIRE LIST)

Above average 68-1
Slightly above average -2
About average -3
Slightly below average -4
Below average -5

L. Was the educational program you were in ... (READ LIST)

College preparatory 69-1
Commercial training, or -2
Industrial/vocational -3

M. Which of the following mathematics courses, if any, did you take and pass in high school? (READ LIST)

Elementary Algebra 70-1
Plane geometry -2
Intermediate Algebra -3
Trigonometry -4
None of Above -5

N. Did you take and pass any electricity or electronics courses in high school?

Yes . . . 71-1

No . . . 2

(72-79)

(80)-9

O. Did you have any military training in high school?

START CD 10

DUP (1-14)

Yes . . . 15-1

No . . . -2

Would you please describe it?

16-

17-

P. Do you own a car?

Yes . . . 18-1

No . . . -2

Does it have a radio that works?

Yes . . . 19-1

No . . . -2

Q. Do you own a portable battery-operated radio in working condition?

Yes . . . 20-1

No . . . -2

R. Just to be sure we are representing all groups in our survey,
please tell me whether you describe yourself as . . . (READ LIST)

Cuban 21-1

Mexican-American -2

Puerto Rican -3

Other Spanish -4

American Indian -5

Black -6

Oriental, or -7

White? -8

Refused -9

YOUR OPINIONS HAVE BEEN VERY HELPFUL AND I APPRECIATE THE TIME YOU TOOK TO
PARTICIPATE IN THIS SURVEY. THANK YOU.

TIME ENDED: _____

INTERVIEWER'S NAME: _____ DATE: _____

22-

23-

IMPORTANT: HAVE YOU RECORDED THE IDENTIFICATION NUMBER FROM THE CALL RECORD FORM
ON PAGE 1 OF THE SCREENING QUESTIONNAIRE?

FOR OFFICE USE ONLY:

71-

72-

73-

74-

75-

76-

77-

78-

79

80-0

E. ADVERTISING RECALL

AIR FORCE ADVERTISING RECALL

	Test Period	
	Test Markets	Control Markets
	(1088)	(548)
<u>Recall Advertising On The Radio</u>	75.3	73.4
<u>Copy Points</u>		
The Air Force can train you in one of more than 250 skills	1.0	.1
Further your education through the Community College of the Air Force where you can learn while you earn	-	-
Look up - be looked up to in the Air Force	-	.1
Find yourself in the Air Force	-	.1
Join the Air Force	1.0	1.2
Fly with us	-	.7
Go Air Force	-	.1
All other correct	-	-
Incorrect	.2	-

Recall Advertising On Billboards

<u>Copy Points</u>		
The Air Force can train you in one of more than 250 skills	.1	-
Further your education through the Community College of the Air Force where you can learn while you earn	.1	-
Look up - be looked up to in the Air Force	.2	.1
Find yourself in the Air Force	.1	.1
Join the Air Force	5.9	6.2
Fly with us	.8	-
Go Air Force	1.2	1.1
All other correct	.3	-
Incorrect	.9	.7

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>		
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.3	-
Improving yourself (unspecified)/better yourself	.3	.1
Makes a man out of you/builds men	-	.1
Make something of yourself/be somebody	.2	-
Challenging/better future	.9	1.2
Few good men	.2	.4
Something you can be proud of	-	.5
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.8	.4
Jobs available (unspecified)	1.3	.4
Good careers/challenging careers	.7	.5
Good jobs/challenging jobs	.7	.5
Life time career in the service	.1	-
Variety of jobs/careers offered	1.0	.5
Pick your job/choose your career	.5	-
Job opportunities in electronics (unspecified)	-	.1
Job opportunities in radio electronics/radar	-	.1
Job opportunities in mechanics	-	.1
Job opportunities in computer fields	.3	-
<u>Financial Benefits</u>		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.7
Mention of pay/salary (unspecified)	.5	.5
Pays for education/helps pay education	.4	-
Free room and board	-	.1
Medical care/free medical care	.1	.4
Guaranteed employment/job security	.2	.5
<u>Good/Better Life Style</u>		
Exciting life	-	.1
Meet people/make friends	.3	.1
Better life/good life (unspecified)	.5	.1

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	<u>Test Period</u>	
	<u>Test</u> Markets	<u>Control</u> Markets
<u>Recall Advertising On The Radio</u>		
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	-	.1
Relaxed restrictions/regulations	-	.1
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.5	-
Years of distinguished service/tradition	.1	-
<u>Travel</u>		
Travel (unspecified)	.5	.7
See the world	.5	.1
<u>Miscellaneous</u>		
Opportunities (unspecified)	1.5	1.1
Benefits (unspecified)	.4	.1
To enlist/get you to enlist (unspecified)	5.5	6.4
Toll free number to call/number of recruiter	.9	.9
Best branch of the service/offer more	.3	.1
Don't remember/can't recall/remember nothing	1.8	1.1
<u>Recall Advertising On Billboards</u>		
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.4	.5
The service can train you in a variety of fields	.5	.4
Trains you for skills/jobs/trades/ careers (unspecified)	2.6	2.2
Trains you in technical fields/technology training (unspecified)	.4	.1
Trains you in aircraft technology	.1	-
Trains you in electronics (unspecified)	.2	-
Trains you in mechanics (unspecified)	.1	-
Computer training	.1	-
Training in engineering	-	.1
Train to fly/train to be pilot	2.1	2.3
Training program (emphasis on program)	.1	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising On Billboards</u>	<u>Test Period</u>	
	<u>Test</u> <u>Markets</u>	<u>Control</u> <u>Markets</u>
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	1.0	.9
Mentions of getting a college education while in the service	.5	1.5
Service pays for your education/pays for all of or part of tuition	.3	.4
Mentions of ROTC programs	.2	.4
Mentions of project ahead/head start	-	.1
Mentions of going to Air Force Academy	-	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.7	.5
Improving yourself (unspecified)/better yourself	.8	1.2
Makes a man out of you/builds men	.2	-
Make something of yourself/be somebody	.3	-
Challenging/better future	1.8	1.6
Few good men	.4	.4
Something you can be proud of	.4	.7
<u>Job Career Opportunities</u>		
Careers available (unspecified)	1.8	1.5
Jobs available (unspecified)	1.4	1.1
Good careers/challenging careers	.8	1.6
Good jobs/challenging jobs	1.0	2.0
Life time career in the service	.2	.1
Variety of jobs/careers offered	.5	.1
Pick your job/choose your career	.4	.5
Job opportunities in technical fields (unspecified)	.1	-
Job opportunities in aircraft technology	.1	-
Job opportunities in mechanics	-	.4
Job opportunities in computer fields	.1	-

(CONTINUED)

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AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On Billboards</u>		
<u>Financial Benefits</u>		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.7
Mention of pay/salary (unspecified)	.3	.1
Pays for education/helps pay education	.3	.4
Free room and board	.1	-
Medical care/free medical care	.1	-
Guaranteed employment/job security	.5	.1
<u>Travel</u>		
Travel (unspecified)	.2	1.2
See the world	.4	.4
Travel within the USA	.1	-
<u>Miscellaneous</u>		
Opportunities (unspecified)	2.6	3.1
Benefits (unspecified)	.5	.1
To enlist/get you to enlist (unspecified)	15.7	18.4
Toll free number to call/number of recruiter	3.8	6.4
Best branch of the service/offer more	.4	1.1
Don't remember/can't recall/remember nothing	1.7	1.2
All other not elsewhere classified	.1	-
<u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Copy Points</u>		
The Air Force can train you in one of more than 250 skills	.1	-
Further your education through the Community College of the Air Force where you can learn while you earn	-	-
Look up - be looked up to in the Air Force	-	-
Find yourself in the Air Force	-	-
Join the Air Force	1.1	.7
Fly with us	.5	-
Go Air Force	-	-
All other correct	-	-
Incorrect	.2	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>	<u>14.7%</u>	<u>11.7%</u>
<u>Training (Other than formal schooling)</u>		
Training unspecified	.4	-
The service can train you in a variety of fields	.2	.1
Trains you for skills/jobs/trades/careers (unspecified)	1.1	1.1
Trains you in technical fields/technology training (unspecified)	.5	.4
Trains you in aircraft technology	.2	-
Trains you in electronics (unspecified)	.2	-
Trains you in mechanics (unspecified)	.1	.1
Medical/dental training	.1	-
Computer training	.2	-
Training in engineering	.1	.4
Train to fly/train to be pilot	1.2	.4
Training in communications	-	-
Training program (emphasis on program)	-	.1
All other mentions of training for jobs/ skills/careers	.1	-
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	.9	.5
Mentions of getting a college education while in the service	.5	.4
Service pays for your education/pays for all of or part of tuition	.2	.1
Mentions of ROTC programs	.4	.7
Mentions of going to Air Force Academy	-	-
<u>Military Training/Pride/Personal Development & Challenge</u>		
Teaches you leadership/trains you for leadership	.2	.1
Improving yourself (unspecified)/better yourself	.4	-
Makes a man out of you/builds men	.2	-
Challenging/better future	.5	.4
Few good men	.1	.4

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Job Career Opportunities</u>		
Careers available(unspecified)	.7	.5
Jobs available (unspecified)	.8	.1
Good careers/challenging careers	.5	.5
Good jobs/challenging jobs	.5	.1
Life time career in the service	.4	-
Variety of jobs/careers offered	.5	-
Pick your job/choose your career	.2	-
<u>Financial Benefits</u>		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	-
Mention of pay/salary (unspecified)	.2	.1
Pays for education/helps pay education	.2	.1
Guaranteed employment/job security	.3	-
Good retirement benefits	.1	-
<u>Good/Better Life Style</u>		
Exciting life	.2	-
Better life/good life (unspecified)	.2	.5
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	.2	-
Relaxed restrictions/regulations	-	.1
Open to women/equal opportunity for women	.1	-
Equal opportunity for ethnic groups	.1	-
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.1	-
<u>Travel</u>		
Travel (unspecified)	.7	.1
See the world	.3	-
Travel within the USA	.1	-

(CONTINUED)

AIR FORCE ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Miscellaneous</u>		
Opportunities (unspecified)	1.7	1.2
Benefits (unspecified)	.5	.5
To enlist/get you to enlist (unspecified)	7.5	4.0
Toll free number to call/number of recruiter	.9	.5
Best branch of the service/offer more	.3	.4
Don't remember/can't recall/remember nothing	1.0	.9
All other not elsewhere classified	.2	-
<u>Recall Advertising On The Radio</u>	<u>13.5</u>	<u>11.5</u>
<u>Training (Other than formal schooling)</u>		
Training (unspecified)	.5	.1
The service can train you in a variety of fields	.5	.4
Trains you for skills/jobs/trades/careers (un- specified)	2.6	2.0
Trains you in technical fields/technology training (unspecified)	.4	.1
Trains you in aircraft technology	.2	-
Trains you in electronics (unspecified)	.1	.1
Trains you in radio electronics/radar	.1	-
Trains you in mechanics (unspecified)	.3	.4
Computer training	.1	-
Training in engineering	.2	-
Train to fly/train to be pilot	1.6	.1
<u>Education (Other than job training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	1.2	.5
Mentions of getting a college education while in the service	.8	.4
Service pays for your education/pays for all of or part of tuition	.4	-
Mentions of ROTC programs	.2	.4
Mentions of/going to Air Force Academy	-	-

(CONTINUED)

ARMY ADVERTISING RECALL

<u>Recall Advertising On The Radio</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Copy Points</u>	(1092)	(548)
	<u>80.0</u>	<u>75.9</u>
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	1.3	-
Today's Army wants to join you	1.8	1.1
Army jobs are open now	-	-
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank you're testing	.1	-
All other correct	.2	.2
Incorrect	.1	.5

Recall Advertising On The Billboards

<u>Copy Points</u>		
Join the people who join the Army, you could go a long, long way/join the Army	7.4	7.5
When you sign up for the Army today you can also sign for Europe	-	.2
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	.6	.4
Today's Army wants to join you	4.9	5.8
Army jobs are open now	-	.2
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank you're testing	-	-
All other correct	.5	.2
Incorrect	.6	1.1

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>	<u>33.1%</u>	<u>18.3%</u>
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.6	.2
The service can train you in a variety of fields	.4	.4
Trains you for skills/jobs/trades/careers (un- specified)	3.2	1.4
Trains you in technical fields/technology training (unspecified)	.1	.2
Medical/dental training	.1	-
Computer training	.1	-
Train to fly/train to be pilot	.2	-
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	2.7	1.4
Mentions of getting a college education while in the service	6.2	.5
Service pays for your education/pays for all of or part of tuition	2.5	1.1
Mentions of ROTC programs	.6	.8
Mentions of project ahead/head start	.9	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.2	.4
Improving yourself (unspecified)/better yourself	1.3	1.1
Makes a man out of you/builds men	.1	.2
Make something of yourself/be somebody	.5	.2
Challenging/better future	3.0	.9
Few good men	.5	.8
Something you can be proud of	.2	.2
<u>Job Career opportunities</u>		
Careers available (unspecified)	1.4	.8
Jobs available (unspecified)	.7	.4
Good careers/challenging careers	1.2	.4
Good jobs/challenging jobs	1.4	1.1
Life time career in the service	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>		
<u>Job Career Opportunities (Continued)</u>		
Variety of jobs/careers offered	.4	.2
Pick your job/choose your career	.7	.2
Job opportunities in technical fields (unspecified)	.2	-
Job opportunities in mechanics	-	.2
Job opportunities in engineering	-	.2
Job opportunities with machines/equipment (unspecified)	.1	-
<u>Financial Benefits</u>		
Good starting pay	.4	.2
Good pay/high pay/better pay	1.5	.8
Mention of pay/salary (unspecified)	.4	.2
Pays for education/helps pay education	2.5	1.1
Meals/food	-	.2
Guaranteed employment/job security	.2	.4
<u>Good/Better Life Style</u>		
Exciting life	.4	.4
Meet people/make friends	.1	.4
Better life/good life (unspecified)	.6	-
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	.5	.2
Relaxed restrictions/regulations	.2	.9
Open to women/equal opportunity for women	-	.2
Equal opportunity for ethnic groups	.1	-
All other comments for this section	.1	-
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.6	-
<u>Travel</u>		
Travel (unspecified)	.9	.4
See the world	1.0	.4
Travel within the USA	.1	-
See Europe/travel in Europe	.2	-
Travel on the ocean/sea	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	<u>Test Period</u>	
	<u>Test</u> <u>Markets</u>	<u>Control</u> <u>Markets</u>
<u>Recall Advertising On The Radio</u>		
<u>Miscellaneous</u>		
Opportunities (unspecified)	2.6	1.7
Benefits (unspecified)	1.0	.4
To enlist/get you to enlist (unspecified)	15.3	8.4
Toll free number to call/number of recruiter	.9	.5
Best branch of the service/offer more	.5	-
Don't remember/can't recall/remember nothing	1.3	1.4
All other not elsewhere classified	.2	-
<u>Recall Advertising On Billboards</u>		
	35.9%	38.3%
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.7	.4
The service can train you in a variety of fields	.6	.2
Trains you for skills/jobs/trades/careers (unspecified)	2.7	3.5
Trains you in technical fields/technology training (unspecified)	.1	.5
Trains you in radio electronics/radar	.2	-
Trains you in mechanics (unspecified)	.2	-
Computer training	.1	.2
Train to fly/train to be pilot	-	.4
Training in communications	.1	-
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	1.4	1.8
Mentions of getting a college education while in the service	2.6	1.3
Service pays for your education/pays for all of or part of tuition	.9	.4
Mentions of ROTC programs	.7	1.3
Mentions of project ahead/head start	.6	.2
Mentions of/going to West Point/Army Academy	-	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On Billboards</u>		
<u>Military Training/Pride/Personal Development and Challenge</u>		
Teaches you leadership/trains you for leadership	.6	.5
Training in discipline/self control	.1	.2
Improving yourself (unspecified)/ better yourself	.8	.9
Makes a man out of you/builds men	.2	.8
Make something of yourself/be somebody	.1	1.1
Challenging/better future	1.8	2.2
Few good men	1.2	2.0
Something you can be proud of	.6	.9
<u>Job Career Opportunities</u>		
Careers available (unspecified)	1.4	2.2
Jobs available (unspecified)	1.7	1.8
Good careers/challenging careers	1.0	1.7
Good jobs/challenging jobs	.9	.9
Lifetime career in the service	.2	-
Variety of jobs/careers offered	.7	.9
Pick your job/choose your career	.6	.8
Job opportunities in technical fields (unspecified)	.1	-
Job opportunities in mechanics	.2	.2
<u>Financial Benefits</u>		
Good pay/high pay/better pay	.6	.5
Mention of pay/salary (unspecified)	.4	.9
Pays for education/helps pay education	.9	.4
Guaranteed employment/job security	.1	.5
<u>Travel</u>		
Travel (unspecified)	.2	.8
See the world	.5	.9
Travel within the U.S.A.	.1	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising On Billboards</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Miscellaneous</u>		
Opportunities (unspecified)	3.0	2.9
Benefits (unspecified)	.6	.5
To enlist/get you to enlist (unspecified)	19.6	23.0
Toll free number to call/number of recruiter	4.6	4.8
Best branch of the service/offer more	.6	.5
Don't remember/can't recall/remember nothing	1.9	1.7

Recall Advertising Other Than Radio/Billboards

Copy Points

Join the people who join the Army, you could go a long, long way/join the Army	1.8	.9
When you sign up for the Army today you can also sign for Europe	.1	-
The physical and mental conditioning in today's Army isn't easy. But then, hardly anything worthwhile is	-	-
New Army education program called Project Ahead which lets me earn my college credits while in the Army with the Army paying up to 75% of my tuition	.2	.4
Today's Army wants to join you	.7	.4
Army jobs are open now	-	-
In infantry you have to own more than a good pair of boots	-	-
Somehow you get the feeling it's not the tank your testing	.2	-
All other correct	.2	-
Incorrect	-	-

Recall Advertising On The Radio

Copy Points

Join the people who join the Army, you could go a long, long way/join the Army	7.8	2.2
When you sign up for the Army today you can also sign for Europe	.2	-

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>	10.6%	13.5%
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.6	-
The service can train you in a variety of fields	.6	-
Trains you for skills/jobs/trades/careers (un- specified)	1.9	1.7
Trains you in technical fields/technology training (unspecified)	.1	.2
Trains you in aircraft technology	.1	-
Trains you in electronics (unspecified)	.1	-
Trains you in mechanics (unspecified)	.1	.2
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention) of job or job training)	.6	.8
Mentions of getting a college education while in the service	.7	.8
Service pays for all of or part of tuition	.4	.8
Mentions of ROTC programs	.4	.5
Mentions of project ahead/head start	.1	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.1	-
Improving yourself (unspecified)/better yourself	.4	.8
Makes a man out of you/builds men	.6	-
Make something of yourself/be somebody	.1	-
Challenging/better future	1.0	.5
Few good men	.1	.5
Something you can be proud of	.2	.4
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.6	.5
Jobs available (unspecified)	.7	.4
Good careers/challenging careers	.2	.4
Good jobs/challenging jobs	.2	.2
Life time career in the service	-	.2
Variety of jobs/careers offered	.6	.9

(CONTINUED)

ARMY ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising Other Than On Radio/Billboards</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Financial Benefits</u>		
Good starting pay	.2	-
Good pay/high pay/better pay	.6	.5
Mention of pay/salary (unspecified)	.1	.2
Pays for education/helps pay education	.4	.8
<u>Good/Better Life Style</u>		
Exciting life	.2	.4
Meet people/make friends	-	.5
Better life/good life (unspecified)	.2	-
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	.1	.2
Open to women/equal opportunity for women	.1	-
Equal opportunity for ethnic groups	.1	-
<u>Altruistic Appeal</u>		
Support/protect/serve your country	-	.4
<u>Travel</u>		
Travel (unspecified)	.2	.4
See the world	.1	.4
Travel within the USA	.1	-
See Europe/travel in Europe	.1	-
Travel on the ocean/sea	-	.2
<u>Miscellaneous</u>		
Opportunities (unspecified)	.6	1.1
Benefits (unspecified)	.2	-
To enlist/get you to enlist (unspecified)	6.2	4.9
Toll free number to call/number of recruiter	.5	.8
Best branch of the service/offer more	-	.2
Don't remember/can't recall/remember nothing	1.5	1.3
All other not elsewhere classified	.2	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL

	Test Period	
	Test Markets (1094)	Control Markets (546)
<u>Recall Advertising On The Radio</u>	75.7	72.0
<u>Copy Points</u>		
For 200 years the Marine Corps has kept its ranks small and its standards high	.8	-
Go for pride. See a Marine Corps Recruiter	.2	.2
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	7.1	2.7
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	.4	.2
Join the Marines	1.2	.7
All other correct	-	-
Incorrect	-	.2

Recall Advertising On Billboards

<u>Copy Points</u>		
For 200 years the Marine Corps has kept its ranks small and its standards high	.1	-
Go for pride. See a Marine Corps Recruiter	.2	.2
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	12.6	14.1
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	2.1	2.0
Join the Marines	3.5	3.7
All other correct	-	-
Incorrect	.5	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising On The Radio</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	.4	-
Mentions of getting a college education while in the service	.8	.2
Service pays for your education/pays for all of or part of tuition	.2	-
Mentions of ROTC programs	.2	.2
Mentions of project ahead/head start	.1	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	1.1	.4
Training in discipline/self control	-	.2
Improving yourself (unspecified)/better yourself	.9	.4
Makes a man out of you/builds men	1.4	1.1
Challenging/better future	1.2	.4
Few good men	9.6	3.7
Something you can be proud of	2.0	.4
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.2	.6
Jobs available (unspecified)	.5	.2
Good careers/challenging careers	.4	-
Good jobs/challenging jobs	.5	.2
Life time career in the service	.1	-
Variety of jobs/careers offered	.1	-
Job opportunities in computer field	.1	-
<u>Financial Benefits</u>		
Good starting pay	-	.2
Good pay/high pay/better pay	.1	.2
Pays for education/helps pay education	.2	-
Free room and board	.1	-
Enlistment bonus	.1	-
Medical care/free medical care	.1	-
Guaranteed employment/job security	-	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>		
<u>Good/Better Life Style</u>		
Exciting life	.2	-
Better life/good life (unspecified)	.8	.6
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	.1	-
Equal opportunity for ethnic groups	.1	-
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.5	.2
Years of distinguished service/tradition	2.3	-
Take pride in your country	.3	-
<u>Travel</u>		
Travel unspecified	.1	-
See the world	.2	-
<u>Miscellaneous</u>		
Opportunities (unspecified)	1.3	.2
Benefits (unspecified)	.2	-
To enlist/get you to enlist (unspecified)	9.5	4.4
Toll free number to call/number of recruiter	.8	.4
Best branch of the service/offer more	2.1	.6
Don't remember/can't recall/remember nothing	1.3	-
<u>Recall Advertising On Billboards</u>		
	33.1	31.9
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.5	-
The service can train you in a variety of fields	.2	.4
Trains you for skills/jobs/trades/careers (unspecified)	1.1	.9
Trains you in technical fields/technology training (unspecified)	.1	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On Billboards</u>		
<u>Education (Other Than Job Training)</u>		
Mentions of education(unspecified) (no mention of job or job training)	.3	.6
Mentions of getting a college education while in the service	.5	-
Service pays for your education/pays for all of or part of tuition	.2	-
Mentions of ROTC programs	.1	.2
<u>Military Training/Pride/Personal Development And Challenge</u>		
Specific mention of military training (unspecified)	.1	-
Teaches you leadership/trains you for leadership	1.4	.4
Training in discipline/self control	.2	.2
Improving yourself (unspecified)/better yourself	.8	2.0
Makes a man out of you/builds men	1.9	3.1
Make something of yourself/be somebody	.5	.6
Challenging/better future	.9	1.1
Few good men	16.7	17.1
Something you can be proud of	1.2	1.3
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.4	.4
Jobs available (unspecified)	.4	.4
Good careers/challenging careers	.5	-
Good jobs/challenging jobs	.3	.2
Life time career in the service	.1	-
Variety of jobs/careers offered	.1	-
Pick your job/choose your career	.3	.4
Job opportunities in technical fields (unspecified)	-	.4
<u>Financial Benefits</u>		
Good starting pay	.1	-
Good pay/high pay/better pay	.5	.2
Mention of pay/salary (unspecified)	.2	.2
Pays for education/helps pay education	.2	-
Meals/food	-	.2
Free room and board	-	.2
Guaranteed employment/job security	-	.2

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising On Billboards</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Travel</u>		
Travel (unspecified)	.5	.2
See the world	.4	-
<u>Miscellaneous</u>		
Opportunities (unspecified)	.9	.9
Benefits (unspecified)	.3	.4
To enlist/get you to enlist (unspecified)	18.4	19.4
Toll free number to call/number of recruiter	2.5	3.3
Best branch of the service/offer more	2.1	2.4
Don't remember/can't recall/remember nothing	1.3	.6
 <u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Copy Points</u>		
For 200 years the Marine Corps has kept its ranks small and its standards high	-	-
Go for pride. See a Marine Corps Recruiter	-	-
No other service offers more educational opportunities than the Marine Corps	-	-
The Marine Corps is looking for a few good men	2.3	3.7
Ask about the Marine Corps Special Enlistment Bonus, fifteen hundred dollars for training in electronics, twenty-five hundred dollars for combat arms	-	-
Quality, not quantity	-	.2
Join the Marines	1.0	.9
All other correct	-	-
Incorrect	-	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>	<u>10.5%</u>	<u>16.0%</u>
<u>Training (Other Than Formal Schooling)</u>		
The service can train you in a variety of fields	.4	-
Trains you for skills/jobs/trades/careers (un- specified)	.9	.6
Train to fly/to be pilot	-	.2
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	.3	-
Mentions of getting a college education while in the service	.2	.4
Service pays for your education/pays for all of or part of tuition	.2	.6
Mentions of ROTC programs	.1	-
Mentions of going to West Point/Army Academy	.1	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.6	.6
Improving yourself (unspecified)/better yourself	.2	.4
Makes a man out of you/builds men	.8	1.7
Make something of yourself/be somebody	.3	-
Challenging/better future	.6	.4
Few good men	3.0	5.5
Something you can be proud of	.5	.4
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.3	.4
Jobs available (unspecified)	.3	.6
Good careers/challenging careers	.1	.2
Good jobs/challenging jobs	.2	-
Variety of jobs/careers offered	.3	.2
Pick your job/choose your career	.1	.2
<u>Financial Benefits</u>		
Good pay/high pay/better pay	-	.2
Pays for education/helps pay education	.2	.6
Good retirement benefits	.1	-

(CONTINUED)

MARINE CORPS ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Good/Better Life Style</u>		
Exciting life	.1	-
Meet people/make friends	-	.2
Offers a different way of life	.1	-
Better life/good life (unspecified)	.1	-
<u>Now Reformed/More Humane/Life</u>		
Equal opportunity for ethnic groups	-	.2
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.2	.2
Years of distinguished service/tradition	.1	.2
Take pride in your country	.2	-
<u>Travel</u>		
Travel (unspecified)	.2	.2
See the world	.2	.2
<u>Miscellaneous</u>		
Opportunities (unspecified)	.4	.7
Benefits (unspecified)	.2	.2
To enlist/get you to enlist (unspecified)	5.5	6.4
Toll free number to call/number of recruiter	-	.4
Best branch of the service/offer more	.6	.4
Don't remember/can't recall/remember nothing	.8	.7
<u>Recall Advertising On The Radio</u>	<u>18.5</u>	<u>7.0</u>
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.1	-
The service can train you in a variety of fields	.1	-
Trains you for skills/jobs/trades/careers (unspecified)	.8	1.3
Trains you in technical fields/technology training (unspecified)	.1	-
Trains you in electronics (unspecified)	.1	-
Train to fly/train to be pilot	.1	-
Training program (emphasis on program)	.1	-

(CONTINUED)

NAVY ADVERTISING RECALL

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>	(1094)	(547)
	74.4	75.3
<u>Copy Points</u>		
A great way to plan your future is to join today's Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	-	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy Recruiter will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in today's Navy	-	-
If you qualify, the Navy will train you in one of 70 career fields	-	-
Join the Navy, see the world	.7	.4
Be someone special. Join the Navy	-	.2
Build your future on a proud tradition	-	-
Go Navy	.7	.4
All other correct	-	.4
Incorrect	.4	-
Join the Navy	1.9	.8

Recall Advertising On BillboardsCopy Points

A great way to play your future is to join today's Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	.4	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy recruiter will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in today's Navy	-	-

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising On Billboards</u>	<u>Test Period</u>	
	<u>Test</u> <u>Markets</u>	<u>Control</u> <u>Markets</u>
<u>Copy Points (Continued)</u>		
If you qualify, the Navy will train you in one of 70 career fields	-	-
Join the Navy, see the world	1.9	.9
Be someone special. Join the Navy	.1	.2
Build your future on a proud tradition	-	.4
Go Navy	6.8	5.6
All other correct	.5	2.0
Incorrect	.7	.8
Join the Navy	5.1	6.4

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>		
<u>Military Training/Pride/Personal Development And Challenge (Continued)</u>		
Make something of yourself/be somebody	.1	-
Challenging/better future	1.0	.4
Few good men	.5	.2
Something you can be proud of	.1	-
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.7	-
Jobs available (unspecified)	1.1	1.1
Good careers/challenging careers	.9	.5
Good jobs/challenging jobs	.5	.2
Life time career in the service	.1	.2
Variety of jobs/careers offered	.4	.4
Pick your job/choose your career	.4	.2
<u>Financial Benefits</u>		
Good starting pay	-	.2
Good pay/high pay/better pay	.7	.4
Mention of pay/salary (unspecified)	.3	-
Pays for education/helps pay education	.4	.2
Free room and board	.1	.2
Medical care/free medical care	-	.2
Guaranteed employment/job security	.1	-
<u>Good/Better Life Style</u>		
Exciting life	.3	.4
Meet people/make friends	.4	-
Better life/good life (unspecified)	.7	-
<u>Now Reformed/More Humane/Life</u>		
Changes/changed way of life (unspecified)	.3	.4
Equal opportunity for ethnic groups	.1	-
<u>Altruistic Appeal</u>		
Support/protect/serve your country	.1	.4
Years of distinguished service/tradition	.1	.5

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On The Radio</u>		
<u>Travel</u>		
Travel (unspecified)	1.3	.4
See the world	2.8	.9
Travel within the USA	.1	-
Travel on the ocean/sea	-	.2
<u>Miscellaneous</u>		
Opportunities (unspecified)	1.3	.8
Benefits (unspecified)	.3	-
To enlist/get you to enlist (unspecified)	7.7	4.4
Toll free number to call/number of recruiter	.8	.8
Best branch of the service/offer more	.1	.2
Don't remember/can't recall/remember nothing	1.2	.9
All other not elsewhere classified	.1	-
<u>Recall Advertising On Billboards</u>	33.6	37.5
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.1	.4
The service can train you in a variety of fields	.3	.4
Trains you for skills/jobs/trades/careers (unspecified)	2.8	2.5
Trains you in technical fields/technology training (unspecified)	.5	.4
Trains you in radio electronics/radar	.1	.2
Train to fly/train to be pilot	.4	.8
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	1.3	.5
Mentions of getting a college education while in the service	.9	.4
Service pays for your education/pays for all or part of tuition	.3	.4
Mentions of ROTC programs	.1	.4
Mentions of going to Naal Academy/Annapolis	-	-

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

Recall Advertising On Billboards	Test Period	
	Test Markets	Control Markets
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.7	.4
Training in discipline/self control	.1	.2
Improving yourself (unspecified)/better yourself	.5	1.1
Makes a man out of you/builds men	.3	.2
Make something of yourself/be somebody	.1	.8
Challenging/better future	2.1	2.9
Few good men	.7	.8
Something you can be proud of	.4	1.3
<u>Job Career Opportunities</u>		
Carrers available (unspecified)	2.1	2.2
Jobs available (unspecified)	1.3	1.4
Good careers/challenging careers	.7	1.7
Good jobs/challenging jobs	.7	.5
Life time career in the service	.3	.8
Variety of jobs/careers offered	.9	.9
Pick your job/choose your career	.1	.8
Job opportunities in technical fields (unspecified)	.1	.4
<u>Financial Benefits</u>		
Good pay/high pay/better pay	.4	.5
Mention of pay/salary (unspecified)	.4	.4
Pays for education/helps pay education	.3	.4
Meals/food	.1	-
Free room and board	.1	-
Guaranteed employment/job security	.1	.4
<u>Travel</u>		
Travel (unspecified)	1.3	1.8
See the world	3.1	2.0
Travel within the USA	.1	.4
See Europe/travel in Europe	.1	-
Travel on the ocean/sea	.1	.4

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising On Billboards</u>		
<u>Miscellaneous</u>		
Opportunities (unspecified)	3.2	2.9
Benefits (unspecified)	.3	.8
To enlist get you to enlist (unspecified)	18.2	19.6
Toll free number to call/number of recruiter	3.1	4.2
Best branch of the service/offer more	1.1	.9
Don't remember/can't recall/remember nothing	1.7	1.7
<u>Recall Advertising Other Than Radio/Billboards</u>		
<u>Copy Points</u>		
A great way to play your future is to join today's Navy. You'll find adventure and challenge. Hard work and good times. Most important, you'll find opportunity	-	-
Meet its challenge, master its opportunity, live its adventure - in the Navy	-	-
The Navy Recruiter will tell what career training you qualify for even before you enlist	-	-
The sea and the men who sail it go everywhere, do everything, see more of life than most men know exists. That life could be yours in today's Navy	-	-
If you qualify, the Navy will train you in one of 70 career fields	.1	-
Join the Navy, see the world	1.0	.2
Be someone special. Join the Navy	-	-
Build your future on a proud tradition	-	-
Go Navy	.5	.2
All other correct	.1	-
Incorrect	.1	-
Join the Navy	.7	.5

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>	8.5	11.6
<u>Training (Other Than Formal Schooling)</u>		
Training (unspecified)	.5	.2
The service can train you in a variety of fields	.1	.2
Trains you for skills/jobs/trades/careers (unspecified)	.5	.9
Trains you in technical fields/technology training (unspecified)	.1	.2
Trains you in electronics (unspecified)	.1	-
Trains you in radio electronics/radar	.1	-
Trains you in mechanics (unspecified)	.1	-
Medical/dental training	-	.2
Training in engineering	.1	-
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	.8	.4
Mentions of getting a college education while in the service	.3	.4
Service pays for your education/pays for all of or part of tuition	.1	-
Mentions of ROTC programs	.3	.4
<u>Military Training/Pride/Personal Development and Challenge</u>		
Teaches you leadership/trains you for leadership	.1	-
Improving yourself (unspecified)/better yourself	.4	-
Makes a man out of you/builds men	.3	.2
Challenging/better future	.4	.9
Few good men	-	.4
Something you can be proud of	.1	.2

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

<u>Recall Advertising Other Than On Radio/Billboards</u>	<u>Test Period</u>	
	<u>Test Markets</u>	<u>Control Markets</u>
<u>Job Career Opportunities</u>		
Careers available (unspecified)	.5	.2
Jobs available (unspecified)	.4	.2
Good careers/challenging careers	.3	.8
Good jobs/challenging jobs	.4	.2
Lifetime career in the service	-	.2
Variety of jobs/careers offered	.4	.2
Pick your job/choose your career	.1	.5
Job opportunities in electronics (unspecified)	.1	-
Job opportunities in radio electronics/radar	-	.2
<u>Financial Benefits</u>		
Good starting pay	.3	-
Good pay/high pay/better pay	.3	.4
Mention of pay/salary (unspecified)	.1	-
Pays for education/helps pay education	.1	-
Medical care/free medical care	-	.2
Guaranteed employment/job security	.1	-
<u>Good/Better Lifestyle</u>		
Exciting life	.4	.5
Meet people/make friends	.1	-
Better life/good life (unspecified)	.1	.4
<u>Now Reformed/More Humane Life</u>		
Changes/changed way of life (unspecified)	.1	-
Relaxed restrictions/regulations	.1	-
<u>Travel</u>		
Travel (unspecified)	.8	1.1
See the world	2.3	.5
Travel within the U.S.A.	.1	.4
Travel on the ocean/sea	-	.2

(CONTINUED)

NAVY ADVERTISING RECALL (CONTINUED)

	Test Period	
	Test Markets	Control Markets
<u>Recall Advertising Other Than On Radio/Billboards</u>		
<u>Miscellaneous</u>		
Opportunities (unspecified)	.8	1.3
Benefits (unspecified)	.1	.4
To enlist/get you to enlist (unspecified)	4.8	5.3
Toll free number to call/number of recruiter	.5	.4
Best branch of the service/offer more	.1	-
Don't remember/can't recall/remember nothing	1.1	.5
<u>Recall Advertising On The Radio</u>	<u>13.5</u>	<u>8.1</u>
<u>Training (Other Than Formal Schooling)</u>		
The service can train you in a variety of fields	.1	.2
Trains you for skills/jobs/trades/careers (unspecified)	2.0	1.1
Trains you in technical fields/technology training (unspecified)	.1	-
Trains you in electronics (unspecified)	-	.2
Trains you in radio electronics/radar	.1	-
Medical/dental training	-	-
Train to fly/train to be pilot	.1	.4
<u>Education (Other Than Job Training)</u>		
Mentions of education (unspecified) (no mention of job or job training)	.8	.2
Mentions of getting a college education while in the service	.7	.4
Service pays for your education/pays for all of or part of tuition	.4	.2
Mentions of ROTC programs	.1	.5
Mentions of going to Naval Academy/Annapolis	-	-
<u>Military Training/Pride/Personal Development And Challenge</u>		
Teaches you leadership/trains you for leadership	.1	-
Training in discipline/self control	-	-
Builds character	-	.2
Improving yourself (unspecified)/better yourself	.8	-
Makes a man out of you/builds men	.5	.2

(CONTINUED)

F. The Station Audit

F. RECRUITING STATION AUDITS

- Wave I (The Base Wave) - 8/18/75 to 9/5/75
- Wave II (The First Test Wave) - 9/15/75 to 10/28/75
- Wave III (The Second Test Wave) - 10/28 to 1/30/76

- . Overall Auditing Plan

- . The Visual Audits

- . The Telephone Audits

- The Reporting Forms

- The Sample Design

LOCAL RECRUITING STATION DATA SOURCES

Two types of information will be developed at the local recruiting station level:

1. An audit was made of unsolicited "walk-in" and telephone inquiries received in a representative sample of high traffic stations in both test and control markets. Counts of inquiries were made during a random sample of office hours by trained observers physically stationed at the office. Data obtained by this method were supplemented by data obtained from production recruiters by telephone. The telephone technique will require recruiters to keep track of unsolicited inquiries for brief periods of time throughout the test period and report the results to an interviewer who will phone them for the results of their audit.
2. Accurate data on number of production recruiters attached to each station, gross traffic counts of pedestrians passing the entrance, local advertising budgets, sales promotion activities and degree of completion on quotas were obtained for each office so that performance data can be interpreted in the light of these associated variables.

The cooperation of local installation personnel was essential to success of this phase of the project.

ARMED SERVICES RECRUITING STATION AUDITSNUMBER OF STATIONS AUDITED

	<u>Station Description</u>	<u>Traffic Count</u>	<u>Inquiry Audits</u>
<u>Air Force</u>			
Test Markets	15	13	10
Control Markets	7	6	4
 <u>Army</u>			
Test Markets	47	47	30
Control Markets	17	17	10
 <u>Marine Corps</u>			
Test Markets	19	19	6
Control Markets	11	11	3
 <u>Navy</u>			
Test Markets	21	21	18
Control Markets	9	9	7

14 Havenmeyer Place
Greenwich, Conn. 06830

Aug. 7

SERVICE: Air Force1 1-
Army.....2
Marine Corps.....3
Navy.....4 4-

RECRUITING OFFICE INFORMATION SHEET

MARKET: _____ 2- HOA STATION ID: _____ 4-
3-

ADDRESS: _____ TELEPHONE: _____
DATE: _____ (6-)

NCO IN CHARGE (INCLUDE RANK AND GRADE): _____

ALTERNATE FOR TELEPHONE AUDIT: _____

TIME OFFICE OPENS: _____ (10-13) TIME OFFICE CLOSES: _____ (14)

1. Locations:

Central City of Metropolitan Area....1 18-
Suburban area to Central City.....2
Other City in Metropolitan Area.....3
Suburban Area of Other City.....4

2a. Surrounding Area: (RECORD AS MANY AS APPLY)

19-

Residential.....1 Industrial.....3 20-
Retail.....2 Business Offices.....4

2b. Area is principally:

White.....1 Black.....2 Other ethnic.....2 21-

3. Recruiting Office Located In:

Post office.....1 A storefront in an outdoor 22-
Other Federal Government building....2 shopping center.....6
State or local Government building...3 Other storefront (not mall
Office building.....4 or shopping center).....7
A storefront in an enclosed mall.....5 Other (SPECIFY)

8

4. Recruiting office located on:

Street level.....1 23-
Above street level....2
Below street level....3

5a. Visibility: (RECORD AS MANY AS APPLY)

Actual office can be seen from
street/outside.....1 → SKIP TO Q6a 24-
Recruiting sign can be seen
from street.....2 → ASK Q5b
Neither sign nor office can be
seen from street.....3 → SKIP TO Q6a

5b. Sign is:

Large (easy to see) 1 Medium 2 Small (hard to see) 3

6a. Visibility: What other service recruiting offices are visible? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	26-
Army.....2	Navy.....4	

6b. (For each office visible in Q6a.) is it the same office area or down the hall? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	27-
Army.....2	Navy.....4	

6c. What other service recruiting offices are not visible from this office, but are located within 100 yards? (RECORD AS MANY AS APPLY)

Air Force.....1	Marine Corps.....3	28-
Army.....2	Navy.....4	

7. Parking:

Parking close to front door.....1	29-
Parking within 100 yards.....2	
Parking further away than 100 yards..3	

8. Telephones:

How many different numbers? # _____	30-
How many individual telephones? # _____	31-

9. Staff assigned to office:

Supervisory (Not Production Recruiters) # _____	32-
Secretary or Clerical # _____	33-
Production Recruiters in Total # _____	34-

What is the rank and grade of each production recruiter?

_____ 35-	_____ 38-	_____ 41-	_____ 44-
_____ 36-	_____ 39-	_____ 42-	
_____ 37-	_____ 40-	_____ 43-	

Production Recruiters in Office Today # _____ 45-

10. Proportion of an average week production recruiter spends:

in office	_____ %	(46-47)
in various high schools	_____ %	(48-49)
in applicants homes	_____ %	(50-51)
Other (SPECIFY)		
_____	_____ %	(52-53)
_____	_____ %	(54-55)
_____	_____ %	
_____	_____ %	

11. Pedestrian Traffic Count: (Count of males 13 to approximately 50 years of age)

(Traffic check is made by door if office is on the street or in a mall. Otherwise if office is not visible from the street or mall walkway the traffic check is to be made by the recruiting office sign.)

Check traffic during the X'd times below:

	# MALES
(X) 10:00 a.m. to 10:10 a.m.	_____ (56-58)
(X) 12:10 a.m. to 12:20 p.m.	_____ (59-61)
(X) 2:50 p.m. to 3:00 p.m.	_____ (62-64)
(X) 4:30 p.m. to 4:40 p.m.	_____ (65-67)

For Office use only:

Month of: _____ (68-69)

Number Assigned: _____ (70-71)

Number Achieved: _____ (72-73)

de Kadt Marketing & Research, Inc.
12 Havemeyer Place
Greenwich, Conn. 06830

PdK 522
Sept. 75

SERVICE: Air Force.....1 1-
Army.....2
Marine Corps.....3
Navy.....4

RECRUITING OFFICE INFORMATION SHEET

MARKET: _____ 2- HOA STATION ID: _____ 4-
3- ADDRESS: _____ TELEPHONE: _____
INTERVIEWER: _____ DATE: _____ (6-9)
TIME OFFICE OPENS: _____ (10-13) TIME OFFICE CLOSES: _____ (14-1)

(Skip 15-5)

1. Pedestrian Traffic Count: (Count of males 13 to approximately 50 years of age)

(Traffic check is to be made outside door that is the main entrance to the recruiting office. If the office is in the street or in a mall, you will be standing outside. If office does not open out into street/mall, you will be standing in a hallway. Check should be made right by the door.)

Check traffic during the X'd times below:

MALES

() 10:00 a.m. to 10:10 a.m. _____ (56-58)

() 12:10 p.m. to 12:20 p.m. _____ (59-61)

() 2:50 p.m. to 3:00 p.m. _____ (62-64)

() 4:30 p.m. to 4:40 p.m. _____ (65-67)

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Aug. 75

CENTRAC TELEPHONE AUDIT FORM QUESTIONNAIRE

Good morning. May I speak to: (PRODUCTION RECRUITER'S NAME)?

(INTERVIEWER: IF NEITHER PRODUCTION RECRUITER NOR ALTERNATE AVAILABLE, ASK TO SPEAK WITH THE "OFFICER-IN-CHARGE".)

- Q1 I'm calling from Haley, Overholser & Associates to obtain the totals from the audit forms filled out yesterday. Do you have these forms in front of you? (ALLOW OFFICER TIME TO GET FORM).
- Q2 Let's start with the top of the form just to verify the information I have on my copy. This is the (READ BRANCH OF SERVICE FROM FORM) recruiting station at (READ ADDRESS).
- Q3 Yesterday was a (DAY OF THE WEEK). What time does the recruiting office open on (SAME DAY OF WEEK AS ABOVE)? (WRITE-IN UNDER "TIME OFFICE OPENS", THEN ASK:) And what time does it close on (SAME DAY OF WEEK)? (WRITE-IN UNDER "TIME OFFICE CLOSES").
- Q4 Approximately what time did you start the audit yesterday? (RECORD ON FORM). And, when did the audit end? (RECORD ON FORM).
- Q5 Now, I need your column totals hour by hour. Let's take each time period and read the totals starting from left to right. First, looking under the telephone inquiries column. How many potential male applicants do you have in the 1st contact column for 10-11 o'clock? (RECORD ON AUDIT FORM, CONTINUE TAKING TOTALS ACROSS FOR THIS HOUR. THEN PROCEED TO NEXT HOUR AND REPEAT PROCEDURE ACROSS. CONTINUE UNTIL YOU HAVE AN ENTRY IN EACH COLUMN FOR EACH HOUR. THEN, ASK FOR "TOTAL" FIGURES FOR ALL COLUMNS.)

INTERVIEWER NOTES: Before closing your call with the officer check the audit form to see that all columns total and:

1. You have entered time office opens/closes -- time audit started, ended.

2. Under "Telephone Inquiries" column the figure entered for "TOTAL TELEPHONE" is equal to sum of "1st contact" plus "repeat contact" columns.

And, under "Walk-in" columns the figure entered for "TOTAL WALK-in" is equal to "1st contact" + "appointment" + "other repeat contact" columns.

If any totals do not agree, ask the recruiter to review it with you. It will be much simpler to correct any discrepancies while you have him on the phone, than to call him back.

- Q6 (READ:) One final question. Sometime in the next week or so we will be calling you for another "AUDIT DAY". Do you have enough extra copies of the audit form left or should I mail you some more? (If need more, write-in on audit form requisition sheet).

Thank officer for his time and cooperation.

(Please put your initials in the lower right-hand corner of audit form.)

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CENTRAC TELEPHONE REMINDER FORM

Good morning. May I please speak to: (PRODUCTION RECRUITER'S NAME)?
(Interviewer: If neither production recruiter nor alternate available,
ask to speak with the "Officer-In-Charge").

(WRITE IN NAME/RANK OF OFFICER ALERTED: _____)

I'm calling from Haley, Overholser & Associates. And, I want to alert you to
the fact that today is AUDIT DAY.

You will recall that one of our researchers visited you recently and left you
some Telephone Audit Forms. Do you have blank copies of these forms in front
of you? (ALLOW NCO TIME TO FIND FORMS).

You should distribute a copy of this audit form to each production recruiter
on duty in-the-office today. From approximately the time of this phone call
until 1700 hours or closing time today, whichever comes sooner, your production
recruiters should use these forms to keep track of all in-coming phone
applications and walk-in applications. At the end of the day, all production
recruiters should turn in their worksheets to you so that you can total all
their sheets together and prepare one "MASTER" record of totals to read to me
when I phone tomorrow morning. (Monday morning if today is Friday).

Thank you again for your help.

INTERVIEWER: WRITE IN TIME PHONE CALL ENDED: _____

(NOTES * IF ANY) _____

* USE THESE LINES TO WRITE IN ANY COMMENTS THE NCO MAKES THAT WILL HELP THE
INTERVIEWER AT THE TIME SHE CALLS FOR TOTALS TOMORROW.

INTERVIEWER: Staple this to the back of the station's audit form.

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RECRUITING STATION STUDY VISUAL-AUDIT FORM

SERVICE: _____ MARKET: _____
HQA STA ID: _____ (6-9) DATE: _____ (6-9) ADDRESS: _____
AUDITOR: _____

TIME OFFICE OPENS: _____ (6-11) TIME OFFICE CLOSES: _____ (6-17) START AUDIT: _____ END AUDIT: _____

180-2

CLASS OF INQUIRY	TELEPHONE INQUIRIES				Other Including Females	WALK IN INQUIRIES				Other Including Females	Number of Production Recruiters Present at Start of Hour
	Potential Male Applicants			Total Telephone		Potential Male Applicants			Total Walk In		
TIME	1st Contact	Repeat Contact	Total			1st Contact	Appointment	Other Repeat Contact			
1000-1100 19-1	20-23	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1100-1200 19-2	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1200-1300 19-3	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1300-1400 19-4	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1400-1500 19-5	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1500-1600 19-6	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1600-1700 19-7	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
1700-1800 19-8	20-21	22-23	24-23		26-27	20-20	20-31	32-33	34-35	36-37	38-
TOTAL 19-9	20-22	22-23	24-28		28-31	22-34	22-37	28-40	31-43	34-46	37-52